



# COPY

Project: Fair Hydro Plan scripts

Date: April 17, 2017

Creative Team: Natasha, Hilary and Leah

Client: Ministry of Energy

Last Edited: May 1 2017

Docket #: MOE 274

## VERSION 1a) :30 PRE

| Audio                                                                                                                            | Visual                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Music: Quiet, minimalist and unobtrusive<br><br>V/O: <b>Ontario has come a long way.</b><br><br>SFX: Dumplings sizzling in a pan | <br><br>Close-up shot of delicious dumplings in a frying pan on an electric stove.<br><br>                                                |
| V/O: <b>Upgrades to our electricity system...</b><br><br>SFX: water from the shower splashing the bottom of the tub              | <br><br>Shot of a foggy bathroom with steam flowing out of the shower curtains.<br><br>                                                   |
| V/O: <b>...mean we no longer have to worry about outages and interruptions...</b><br><br>SFX: lightning strike                   | <br><br>A little girl lies in bed at night. A lightning flash illuminates the room. She rolls over in bed to face her nightlight.<br><br> |
| SFX: dryer sounds                                                                                                                | <br><br>A toddler watches a front-loading dryer go round and round.<br><br>                                                               |
| V/O: <b>...because our electricity grid can handle more demand.</b><br><br>SFX: phone vibrating on table                         | <br><br>Close-up of hands plugging in a phone; the phone buzzes to indicate it's charging.<br><br>                                        |

Commented [BR(1)]: Alt visual coffee brewing



|                                                                                                                                         |                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| SFX: sound of popcorn popping                                                                                                           | A bag of popcorn grows in a microwave.                                                                 |
| V/O: <b>And we now enjoy cleaner air...</b><br>SFX: children's laughter                                                                 | Cut to kids playing outside on their home's cul-de-sac under a clear blue sky.                         |
| V/O: <b>...thanks to the elimination of coal plants.</b><br>SFX: a dog barking in distance                                              | A front porch light turns on at dusk.                                                                  |
| SFX: a fan blowing and faint snoring/sleep breathing                                                                                    | A fan oscillates in a bedroom beside an open window at night.                                          |
| V/O:                                                                                                                                    | A woman in her mid-thirties is sitting at her dining room table with paperwork. A lamp illuminates it. |
| V/O: And now <b>recent changes have made your bill more affordable...</b><br>SFX: paper shuffling together, an envelope being torn open | She rifles through some papers and bills on the table. She opens her hydro bill and begins reading it. |
| V/O: <b>and if passed, starting in July, it would be an average of 25% less.</b><br>SFX: children's laughter                            | Return to the children playing outside, as the streetlights come on.                                   |
| V/O: <b>Learn more at <a href="https://ontario.ca/FairHydroPlan">ontario.ca/FairHydroPlan</a></b>                                       | <a href="https://ontario.ca/FairHydroPlan">ontario.ca/FairHydroPlan</a>                                |
| Paid for by the Government of Ontario                                                                                                   | Arc and Ontario logo appears                                                                           |

Commented [BR(2)]: .if passed



**VERSION 1a) :30 POST**

| Audio                                                                                                                            | Visual                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| Music: Quiet, minimalist and unobtrusive<br><br>V/O: <b>Ontario has come a long way.</b><br><br>SFX: Dumplings sizzling in a pan | Close-up shot of delicious dumplings in a frying pan on an electric stove.                                                |
| V/O: <b>Upgrades to our electricity system...</b><br><br>SFX: water from the shower splashing the bottom of the tub              | Shot of a foggy bathroom with steam flowing out of the shower curtains.                                                   |
| V/O: <b>...mean we no longer have to worry about outages and interruptions...</b><br><br>SFX: lightning strike                   | A little girl lies in bed at night. A lightning flash illuminates the room. She rolls over in bed to face her nightlight. |
| SFX: dryer sounds                                                                                                                | A toddler watches a front-loading dryer go round and round.                                                               |
| V/O: <b>...because our electricity grid can handle more demand.</b><br><br>SFX: phone vibrating on table                         | Close-up of hands plugging in a phone; the phone buzzes to indicate it's charging.                                        |
| SFX: sound of popcorn popping                                                                                                    | A bag of popcorn grows in a microwave.                                                                                    |
| V/O: <b>And we now enjoy cleaner air...</b><br><br>SFX: children's laughter                                                      | Cut to kids playing outside on their home's cul-de-sac under a clear blue sky.                                            |

Commented [BR(3)]: Alt visual coffee brewing

|                                                                                                                                                    |                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <p>V/O: <b>...thanks to the elimination of coal plants.</b></p> <p>SFX: a dog barking in distance</p>                                              | <p>A front porch light turns on at dusk.</p>                                                                  |
| <p>SFX: a fan blowing and faint snoring/sleep breathing</p>                                                                                        | <p>A fan oscillates in a bedroom beside an open window at night.</p>                                          |
| <p>V/O:</p>                                                                                                                                        | <p>A woman in her mid-thirties is sitting at her dining room table with paperwork. A lamp illuminates it.</p> |
| <p>V/O: And now <b>recent changes have made your bill more affordable...</b></p> <p>SFX: paper shuffling together, an envelope being torn open</p> | <p>She rifles through some papers and bills on the table. She opens her hydro bill and begins reading it.</p> |
| <p>V/O: <b>...an average of 25% less.</b></p> <p>SFX: children's laughter</p>                                                                      | <p>Return to the children playing outside, as the streetlights come on.</p>                                   |
| <p>V/O: <b>Learn more at <a href="http://ontario.ca/FairHydroPlan">ontario.ca/FairHydroPlan</a></b></p>                                            | <p><a href="http://ontario.ca/FairHydroPlan">ontario.ca/FairHydroPlan</a></p>                                 |
| <p>Paid for by the Government of Ontario</p>                                                                                                       | <p>Arc and Ontario logo appears</p>                                                                           |

**Additional scenes:**

- ☐ A young girl sits in her living room, practicing her electric keyboard
- ☐ We see a fish tank with the filter bubbling away, keeping the fish happy and healthy
- ☐ Rice cooker beeping that it's done
- ☐ A Roomba robot vacuum rolls across a living room floor
- ☐ We see a lawn being mowed with an electric mower – only see dad's legs
- ☐ A stand mixer beater going round and round, mixing cookie dough
- ☐ **Close up of a coffee pot making coffee**