
Fair Hydro Plan Communications Campaign

2017-06-27

Agenda

- Communications Objective
- Key Messages
- Research findings
- Multi – Media Advertising
 - Television
 - Radio
 - Digital Online Video :15s, :6s
 - Digital Display
 - Search Engine Marketing
- Media Plan Highlights
- Public Relations, Social Media Communications

Communications Objective

Awareness

- To raise awareness that investments in the electricity system have made the system cleaner and more reliable. This summer, significant changes are coming to consumers' electricity bills to provide rate relief and help make electricity more affordable for all Ontarians.

Key Messages

More Affordable

Ontario has made electricity costs more manageable for all Ontarians, including an average 25% reduction for households starting this summer, and rates won't increase beyond the rate of inflation for 4 years

More Reliable

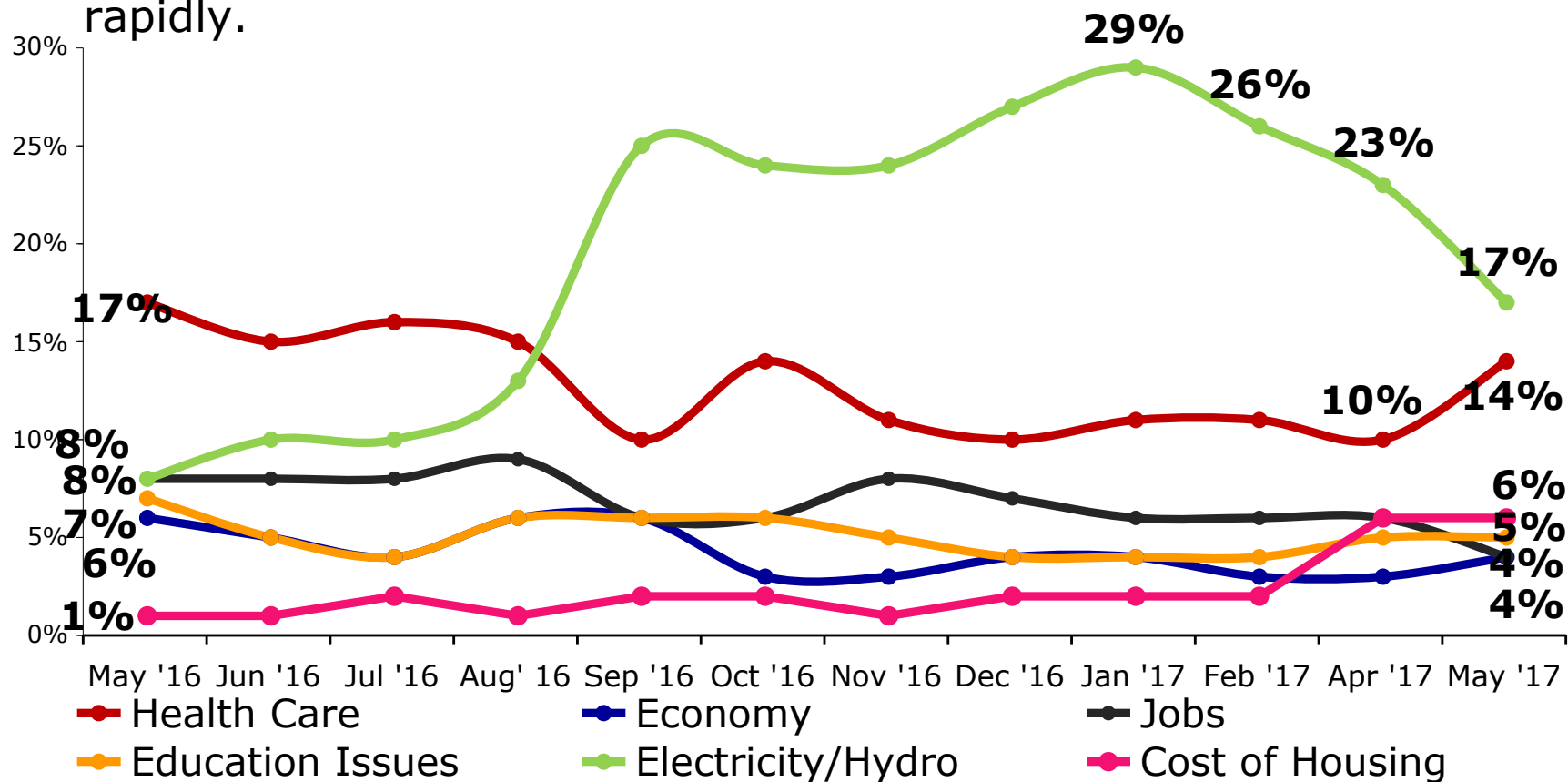
Ontario has made improvements and upgrades to the electricity system and these upgrades have made the system more reliable.

Cleaner

Ontario has eliminated dirty coal plants, and introduced more renewables to improve overall air quality.

Energy in Public Opinion

Electricity issues have been most top of mind since September, although the frequency they are mentioned is trending downward rapidly.

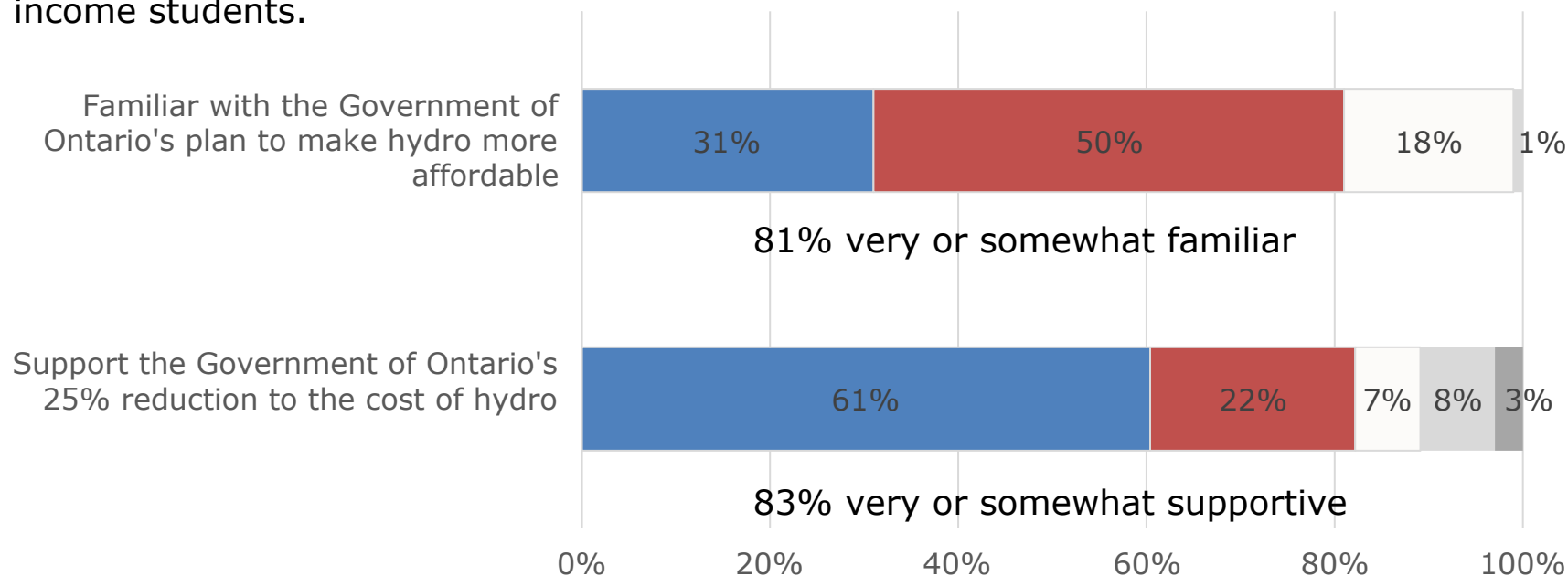


"Thinking about the issues presently facing Ontario, which ONE do you feel should receive the GREATEST attention from the Ontario provincial government? That is, what should be the top priority?"

Familiarity and Support for the Fair Hydro Plan

Most (74%) Ontarians have heard at least something about the recent provincial Budget. They are most likely to have heard about the plan to make hydro more affordable, and the government's plan to ensure that all Ontario youth receive free prescription medication.

Ontarians are most likely to support the government's 25% reduction to the cost of hydro, the plan to increase health spending by \$7 billion dollars, and the government's program that eliminates or reduces tuition costs for low and middle income students.



Television, Radio and Digital video, and web banners

To view advertisements please click on the links below:

Link:

http://www.thevanity.tv/client/MOE_Jun_21_1515/

Link:

http://banners.rain43.com/viewer_v2/project.php?client=MOE&year=2017&group=Fair_Hydro&project=MOE-355-fair-hydro

Radio:



Media Overview



Television

1 x 30s EN & FR & Multi



Radio

1 x 30s EN & FR & Multi



Online

1 x 30s EN & FR & Multi
1 x 15s EN & FR & Multi
1 x 6s EN & FR (Bumper Ads)



The Media Buy

Fresh Television Programming, Radio on the go, Websites, Video on Mobile



Media Buy continued

Television GRPs 150/wk per market x 5 weeks

- Toronto, Ottawa, Barrie, Kitchener/London, Sudbury/Timmins/North Bay, Peterborough, Thunder Bay, Windsor, Kingston
- French + 19 Multi-cultural languages

Radio GRPs 75-200 GRPs/wk per market x 5 weeks

- 23 Major and 60 Local markets
- French + 19 Multi-cultural languages

Digital Video

- Google Preferred, AOL Branded Skip Pre-roll

Digital Display

- Programmatic – Kijiji, Yahoo, MSN, CBC, TSN, CTV, NHL, CP24, National Post

Communications

- Collaborating with energy sector agencies, relevant social agencies, First Nations and government ministries to raise awareness
- Several tactics will be rolled out over the coming months:
 - Matte stories
 - Editorials
 - News releases
 - Designated website
 - Geo-targeted and general social media engagement
 - Communications through LDC channels

Evaluation

- Track the number news articles and editorials, recording verified distribution reach, and applying a quantitative scale to denote their tone
- Digital and social media click-throughs
- Record engagement numbers for LinkedIn
- Track the number of letters and emails
- Provincial omnibus monthly survey tracks awareness