

ENERGY: Fair Hydro Plan

Executive Summary

June 26, 2017

MARKETING OBJECTIVE

- To raise awareness to Ontarians that there are significant changes happening to save them money on their electricity bills.

WHAT IS THE CHALLENGE OR OPPORTUNITY?

- Balance awareness of cost saving actions with the return on investments that Ontarians have made to improve value of the system.
- Demonstrate Ontario's commitment to lower energy costs for ratepayers through new initiatives.

WHO ARE WE TALKING TO?

- All homeowners and renters in Ontario

WHERE & WHEN ARE WE TALKING TO THEM?

- July 3 to August 16, 2017
- **EN/FR:** Television, Radio, Digital Video, Digital Display
- **Multicultural:** Television, Radio

BUDGET

- \$3 million (\$1M production/fees + \$2M media)
- Agency: Rain43

CURRENT STATUS / NEXT STEPS

- Creative is finalized
- TV, Radio & Digital video submitted to OAG on June 22
- On-air July 3

DIGITAL BANNERS



RADIO SCRIPT

Ontario has come a long way. Upgrades to our electricity system have made it more reliable for all Ontarians. And we now enjoy cleaner air thanks to the elimination of coal plants. Recent changes have made electricity bills more affordable. By this summer, household electricity bills will be an average of 25% less, and electricity rates won't increase beyond the rate of inflation for four years. Learn more at ontario.ca/FairHydroPlan. Paid for by the Government of Ontario

Note: Radio script includes all messages – TV and digital video are slight variations to above.