

MINISTRY OF ENERGY: Fair Hydro Plan (Phase 2)

Number of versions we are using

- 30 second (TV & digital)
- 15 second (digital)
- 2 x 6 seconds (YouTube Bumper Ads)
- Digital Display Banner Ads (multiple)
- 30 radio ad

Mediums we are using

- Television
- Radio
- Digital Video
- Digital Banners
- Paid Search

Languages

- English
- French
- Multilingual/Ethnic
 - Television: 23 languages
 - Radio: 19 languages (all that are available)

In-Market Dates

TV (EN/FR): July 3 to August 6

TV (Ethnic): July 10 to August 6

Radio (EN/FR): July 3 to August 6

Radio (Ethnic): July 17 to August 13

Digital Banners & Video (EN/FR): July 10 to August 13

In April, 20% of Ontarians were not familiar with the government's announcement that they will be reducing the cost of hydro by 25%.