

FW: FHP Advertising Final Campaign

From: "Berry, James (ENERGY)" <james.berry5@ontario.ca>
To: "Teliszewsky, Andrew (ENERGY)" <andrew.teliszewsky@ontario.ca>
Cc: "Baker, Carys (ENERGY)" <carys.baker@ontario.ca>
Date: Thu, 22 Jun 2017 15:20:17 -0400
Attachments: 02__R43-MOE-384-30RF__MOE_fair_hydro_plan_30F_RADIO_FullMix-.mp3 (1.2 MB);
01__R43-MOE-384-30RE__MOE_fair_hydro_plan_30E_RADIO_FullMix-.mp3 (1.2 MB);
MOE-355_FHP2_Banners_June21.pdf (1.84 MB)

Can we play the 30 second ad at tomorrow's staff meeting? Nice for those to see it that won't be going to Tuesday's presentation for the Minister.

From: Cusimano, Jo-Anne (ENERGY)
Sent: June-22-17 1:34 PM
To: Berry, James (ENERGY)
Cc: Barbaro, Rachel (ENERGY)
Subject: FHP Advertising Final Campaign

Hi James,

Attached and below for your reference are the final produced campaign elements including TV, Digital Video, Radio and Digital ads. English and French will go to the Auditor General today for their final review. This can take up to five days for the Deputy to receive a written AG approval letter. We will also send for multi-cultural translations today. Lastly, the Search Engine keywords and text ads are in progress.

Please use the link below to review the TV and Online Video (EN + FR). Also attached is the final FR and EN Radio spots, for your review.

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

If you have any questions, please let me know.
Jo-Anne