

FW: OFHP Ad Edits with Voiceover

From: "Teliszewsky, Andrew (ENERGY)" </o=govon/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=teliszewsky, andrew (energy)4fe">
To: "McEachern, Gillian (OPO)" <gillian.mceachern@ontario.ca>
Date: Tue, 20 Jun 2017 16:24:11 -0400
Attachments: MOE_30s TV Script_June16_V1 Inflation-AS RECORDED.DOCX (75.44 kB); MOE_Online_Cutdowns_June16-AS RECORDED.DOCX (209.67 kB); MOE_Radio_June16-AS RECORDED.DOCX (197.26 kB); MOE_30s TV Script_June16_V2 Original-AS RECORDED.DOCX (97.77 kB)

FYI

As discussed.

Atel/

From: Teliszewsky, Andrew (ENERGY)
Sent: June-19-17 8:07 PM
To: MacKenzie, Rebecca (OPO)
Subject: OFHP Ad Edits with Voiceover

Good Evening:

Confirming that my officials are fine with any one of the following 4 versions. Let me know if one of these hits the mark that we discussed earlier today.

Sorry for the delay in getting back to you, but it would appear that 4 options were recorded and prepared to give us choice.

Re-confirmed that Energy Legal have provided their concurrence.

Atel/

- **:30s TV (V1 w/ Inflation):**
 - "...household electricity bills will be an average of 25% less" has changed to, "...household electricity bills will be more affordable. An average of 25% less."
 - Added "electricity" to preface "rates."
- **30s TV (V2 w/o Original):**
 - "...and by this summer..." has changed to align with the other versions as, "By this summer..."
- **:30s Radio:**
 - Includes Inflation Line. No additional changes.
- **:15s Cutdown :**
 - "...soon your household electricity bills..." has changed to, "...by this summer, your household electricity bill..."

- **:6s Cutdowns :**
 - Removed voiceover URL
 - “household electricity bills will soon be...” has changed to, “by this summer, your household electricity bill will be...”

Link for recording:

http://clients.vapor-rmw.com/go/18_tv_radio_campaign_refs_fx_jun16.php