

Fw: FINAL TO SEND TO ANN Quick help needed this morn

From: "Byberg, Ann (OPO)" <ann.byberg@ontario.ca>
To: "Teliszewsky, Andrew (ENERGY)" <andrew.teliszewsky@ontario.ca>
Date: Tue, 27 Jun 2017 11:13:12 -0400
Attachments: 06-26-17_Energy.pptx (525.35 kB); MOE Energy Phase 2 - Work Book R4 - 6.23.2017.pdf (314.22 kB); ENE_Summary.docx (13.89 kB)

All you need to know!

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Wilton, Megan (CAB) <Megan.Wilton@ontario.ca>
Sent: Tuesday, June 27, 2017 11:09 AM
To: Byberg, Ann (OPO)
Cc: Trew, Robyn (CAB); van der Valk, Jennifer (CAB)
Subject: FW: FINAL TO SEND TO ANN Quick help needed this morn

Hi Ann,

Robyn has compiled those assets for Energy. Please let us know if there's anything else we can help with.

Thanks,
Your CO Pals

From: Trew, Robyn (CAB)
Sent: June 27, 2017 9:46 AM
To: Wilton, Megan (CAB); van der Valk, Jennifer (CAB)
Cc: Plaxton, David (CAB)
Subject: FINAL TO SEND TO ANN Quick help needed this morn
Importance: High

Updated. Please review. If you're happy with this, it could be sent to Ann.

Attached:

- One-pager Exec Overview
- Blocking Chart for Reference
- Answers to question (Word doc) – also listed below.

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
 - o Television: 23 languages
 - o 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 2017, 20% of Ontarians were not familiar with the government's announcement that they will be reducing the cost of hydro by 25%.

From: van der Valk, Jennifer (CAB)

Sent: June 27, 2017 8:41 AM

To: Wilton, Megan (CAB); Trew, Robyn (CAB); Plaxton, David (CAB)

Subject: RE: Quick help needed this morn

Hey team,

Quick responses to start below, but can you please fill in the blanks? We have a one page exec summary for this already, yes?

David can you answer the awareness question?

Thanks
Jen

From: Byberg, Ann (OPO) <Ann.Byberg@ontario.ca>

Date: Tuesday, Jun 27, 2017, 8:23 AM

To: van der Valk, Jennifer (CAB) <Jennifer.vanderValk3@ontario.ca>, Wilton, Megan (CAB) <Megan.Wilton@ontario.ca>

Cc: Hooper, Liz (OPO) <Liz.Hooper@ontario.ca>

Subject: Quick help needed this morn

I've just been asked to go to cabinet today to help present ene.

Can I please get a cheat sheet - nothing fancy - just bulletpoints answering the following:

Number of versions we are using

- **30s video, 15s video, 2x 6s bumpers, banner ads, radio**

Mediums we are using

- **digital banners and video, radio, TV**

Eng fre and ethnic? If ethnic, how many languages?

- **Yes to all, have to check on # of ethnic languages.**

Launch date for mediums. Off air date?

- **July 3 launch - radio and TV**

- **digital July 10**

- **6 weeks but I have to double check**

Percentage of Ontarians who do not know about the rebate (I think it is around 25 percent).

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Anything else you think I've missed.

Thanks!

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