

Marketing Updates

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Date: Sat, 04 Feb 2017 06:57:05 -0500
Attachments: MOE Tissue & Creative Feb3 AFTERNOON FINAL.pdf (689.14 kB)

Good morning Lynn

A few updates for you.

ENERGY

Attached is the draft creative for the energy file. The team is leaning towards Area 1 with some regional messaging (Area 4) as the policy is clarified. Area 3 was not a preferred concept.

A few notes:

- Removing "that many feel" in second paragraph to read "Bills have become harder to pay" (more direct).
- Consolidated feedback and direction on Monday
- Radio record on Tuesday
- AG submission Wednesday
- Trafficking on Feb 14
- Launch Feb 16

OSAP

We received the music on Friday for review on the monkey spot. Record is on Monday. MO/PO quite happy with the music. I think it works really well. Preferred the other song but it would have cost over \$50K and is beyond the budget.

You had mentioned about the talent performance and whether there was room to make edits to picture. We had approved it at the last round and the picture is locked/approved. Sorry about that. But we are going to be cutting a revised spot for Fall so we can get a refreshed picture/reactions at that point.

http://clients.graysonmatthews.com/preview.php?user_id=MTQxMDE=

Please let me know your thoughts.

Thank you,

Melanie