

Fw: Radio Spot 1

From: "Byberg, Ann (OPO)" <ann.byberg@ontario.ca>
To: "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>, "Donelson, Philip (OPO)" <philip.donelson@ontario.ca>
Date: Fri, 03 Mar 2017 08:19:46 -0500
Attachments: MOE-002-30RE1 - Fair Hydro Plan 1.mp3 (1.21 MB)

Two spots will run 50/50 on air.
This is the first.

We wanted:
Clear message of reduction
Clear message of 4 year hold
Clear message that we listened
Warm but definitely not celebratory

They are not fancy but I don't think "fancy" is what we need - we need facts and a friendly tone.

I hope you like them.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Robert, Melanie (CAB) <Melanie.Robert@ontario.ca>
Sent: Thursday, March 2, 2017 8:30 PM
To: Byberg, Ann (OPO); Hooper, Liz (OPO)
Cc: Byrne-Nearing, Sharyn (CAB); Trew, Robyn (CAB); Whytock, John (CAB)
Subject: Radio Spot 1

Radio Spot 1
Media buy: March 13 - April 9
