

Fw: requested shareables

From: "Byberg, Ann (OPO)" <ann.byberg@ontario.ca>
To: "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Dibble, Jennifer (OPO)" <jennifer.dibble@ontario.ca>, "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>, "Tomney, Genevieve (OPO)" <genevieve.tomney@ontario.ca>
Date: Wed, 01 Mar 2017 16:15:55 -0500
Attachments: FBrural1.PNG (245.77 kB); FBrural2.PNG (253.26 kB); FBrural3.PNG (246.29 kB); FBUrban1.PNG (251.22 kB); FBUrban2.PNG (253.26 kB); FBUrban3.PNG (246.38 kB)

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Rutherford, Trevor (CAB) <Trevor.Rutherford3@ontario.ca>
Sent: Wednesday, March 1, 2017 4:05 PM
To: Byberg, Ann (OPO); Robert, Melanie (CAB); Hooper, Liz (OPO)
Cc: Stubbs, Jennifer (CAB); Trew, Robyn (CAB); Byrne-Nearing, Sharyn (CAB); Whytock, John (CAB)
Subject: RE: requested shareables

The update has been made. Here is the latest set of mock-ups.

From: Byberg, Ann (OPO)
Sent: March-01-17 3:58 PM
To: Rutherford, Trevor (CAB); Robert, Melanie (CAB); Hooper, Liz (OPO)
Cc: Stubbs, Jennifer (CAB); Trew, Robyn (CAB); Byrne-Nearing, Sharyn (CAB); Whytock, John (CAB)
Subject: Re: requested shareables

Yes - thanks for catching that.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Rutherford, Trevor (CAB)
Sent: Wednesday, March 1, 2017 3:54 PM
To: Byberg, Ann (OPO); Robert, Melanie (CAB); Hooper, Liz (OPO)
Cc: Stubbs, Jennifer (CAB); Trew, Robyn (CAB); Byrne-Nearing, Sharyn (CAB); Whytock, John (CAB)
Subject: RE: requested shareables

Hey Ann,

Updated content attached. Something to flag on the "Hydro bills won't increase beyond the rate of inflation" ads is that the headline reads, No Increase for 4 years. This is a little counter intuitive. Would you like us to update it with the 24% Off You Hydro Bill headline from the other ads?

Thanks,

Trevor

From: Rutherford, Trevor (CAB)
Sent: March-01-17 3:19 PM
To: Byberg, Ann (OPO); Robert, Melanie (CAB); Hooper, Liz (OPO)
Cc: Stubbs, Jennifer (CAB); Trew, Robyn (CAB); Byrne-Nearing, Sharyn (CAB); Whytock, John (CAB)
Subject: RE: requested shareables

Sure thing - ready and waiting.

From: Byberg, Ann (OPO)
Sent: March-01-17 3:19 PM
To: Rutherford, Trevor (CAB); Robert, Melanie (CAB); Hooper, Liz (OPO)
Cc: Stubbs, Jennifer (CAB); Trew, Robyn (CAB); Byrne-Nearing, Sharyn (CAB); Whytock, John (CAB)
Subject: RE: requested shareables

Hey Trevor – there are changes we need to make in the language.
I will come down.

From: Rutherford, Trevor (CAB)
Sent: March 1, 2017 3:04 PM
To: Robert, Melanie (CAB); Byberg, Ann (OPO); Hooper, Liz (OPO)
Cc: Stubbs, Jennifer (CAB); Trew, Robyn (CAB); Byrne-Nearing, Sharyn (CAB); Whytock, John (CAB)
Subject: RE: requested shareables

Hi Ann,

Per our conversation, please find attached the mock-ups of the social ads. Let me know if there is anything else we can provide or if there are any needed tweaks or adjustments.

Thanks,

Trevor

From: Robert, Melanie (CAB)
Sent: March-01-17 1:26 PM
To: Byberg, Ann (OPO); Hooper, Liz (OPO)
Cc: Rutherford, Trevor (CAB); Stubbs, Jennifer (CAB); Trew, Robyn (CAB); Byrne-Nearing, Sharyn (CAB); Whytock, John (CAB)
Subject: requested shareables

Hi Ann

As requested, here are some shareables for your review. Using the imagery from the announcement with a 25% info. There's also an animated gif.

Let us know if any of this works for you and what you need next. I know you're working to a 2 pm deadline.

Thanks
CO Team