

Message

From: Glenna Ford [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=GLENNA FORDD54]
Sent: 2017-03-20 4:14:10 PM
To: Jordan Penic [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Penicj]
Subject: FW: URGENT - Blocking chart reco. for your review
Attachments: Draft of Ministry Marketing Update March 20 2017AC.pptx

Jordan:

Shall I set up a briefing with the ministry on this as requested? Also, on the DR front, should I start with the ministry?

Thank you.

From: Alexandra Campbell
Sent: March 14, 2017 6:33 PM
To: Eric Dreyfuss; Martine Holmsen
Cc: Derek Roldan; Glenna Ford
Subject: RE: URGENT - Blocking chart reco. for your review

FYI – I just gave Terry the run through on this. He is supportive. He would like to be at the meetings when Rain pitches their creative options. In addition he wants us to brief government on our change in plans since we were there in the fall and he would like to be at those meetings. Glenna, can you please start to set something up sooner rather than later? Terry wants to get in there before Eric (the Director) goes back to OPG. We can have something ready by mid next week. I imagine we'd brief Ministry first and then MO but they may want to do it in one shot.

Eric,
Can you please start working on a deck? I think we could reiterate most of what we'd said we'd do in the fall and then a couple of slides on the change namely:
-radio
-OOH screens
-TV and cinema on hold until potentially fall or later (this may prompt them to share what they are doing)
-digital commercials of TV quality so we have the option to run
-anything else I may have missed
-we'll be back with the 'campaign' commercial creative (not sure I want to run the radio by them so we'll wait for them to ask)

Alexandra

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From: Eric Dreyfuss
Sent: March 09, 2017 12:10 PM
To: Alexandra Campbell; Martine Holmsen
Cc: Derek Roldan
Subject: URGENT - Blocking chart reco. for your review
Importance: High

Alex, Martine,

Please find attached the updated blocking charts including some details about the radio option (please go to [Radio Vignette & Interview Examples.zip](#) to listen to examples of radio vignettes and interviews) as well as recommended next steps.

It would be ideal if we could get the green light to proceed with this plan ASAP as I would ideally like to brief Rain on our plans early next week (I am going to be away from the 16th to the 20th).

Thanks.

Eric