

Message

From: Glenna Ford [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=E1C72B718A54474DACD4C68AE870F130-GLENNA FORD]
Sent: 2017-06-19 4:52:15 PM
To: Pagel, Alexa (ENERGY) [Alexa.Pagel@ontario.ca]
CC: martin.schlaepfer@ontario.ca; Jordan Penic [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=7d23bcd450594583bb40b447b35485da-Jordan Peni]
Subject: RE: Request for Ministry briefing on new IESO Save on Energy TV/on-line advertising creative
Attachments: April 2017 SOE 2016 results and 2017 plans.pdf

Matt:

Please find attached a slide deck from an IESO briefing in April that will provide context and background for the presentation this Wednesday. Could you please share with attendees?

Also, does the room have AV capabilities? We need to know what equipment we will have to bring to do our presentation.

Thank you.

Glenna

From: Pagel, Alexa (ENERGY) [mailto:Alexa.Pagel@ontario.ca]
Sent: June 19, 2017 1:19 PM
To: Glenna Ford
Subject: RE: Request for Ministry briefing on new IESO Save on Energy TV/on-line advertising creative

Hi Glenna,

Alexa is away until July 4th, but I (Matt Edwards) am covering for her until then. I will see on my end if we can work something out. Can you confirm that this is separate to the briefing that is taking place with Rain on Wednesday at 1pm?

Thanks very much.

Matt

From: Glenna Ford [mailto:Glenna.Ford@ieso.ca]
Sent: June-19-17 1:09 PM
To: Pagel, Alexa (ENERGY)
Cc: Jordan Penic; David Barrett; Schlaepfer, Martin (ENERGY)
Subject: Request for Ministry briefing on new IESO Save on Energy TV/on-line advertising creative

Alexa:

The IESO would like to schedule a briefing on the IESO's proposed new TV/on-line advertising creative this Wednesday or Thursday morning with MO Comms and Trevor Esdaile, as well as ministry staff (ideally from both Policy and Comms). We appreciate that this is very short notice, so please just do the best that you can.

The meeting will include a brief introduction by the IESO about brand positioning and the 2016 campaign results, followed by a presentation on the new creative by Rain, our advertising agency. The IESO is preparing this campaign to be ready for this year's "back to school" period so timing is somewhat of an issue.

Many thanks.

Glenna

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