

Message

Sent: 2017-06-22 2:59:31 PM
To: Glenna Ford [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=e1c72b718a54474dacd4c68ae870f130-Glenna Ford]
Subject: RE: Meeting summary and draft ministry email

From: Glenna Ford
Sent: June 22, 2017 11:53 AM
To: Jordan Penic
Subject: FW: Meeting summary and draft ministry email

FYI

From: Glenna.Ford@ieso.ca [mailto:Glenna.Ford@ieso.ca]
Sent: June 22, 2017 11:45 AM
To: Alexandra Campbell
Subject: Meeting summary and draft ministry email

June21 briefing summary

The IESO and Rain 43 presented the TV/online advertising creative to ministry on June 21. Ministry Comms and James Berry and Trevor from the MO attended. The following is a summary of the key issues and next steps.

- The IESO indicated that it would like to run the ads in mid-September – to do so, approvals are needed by Friday, July 7 so that production of the ads can start.
 - Trevor reminded us that we told MOECC we would be in market in September and October – we have ministry support for the “coupon” program (now in-store rebates) and the ministry was quite keen to have TV advertising in market during that time.
- Three ad concepts were presented: community, residential and business.
 - Trevor expressed concern about profiling an arena for the community ad. This may be too sensitive as he has received a number of calls from municipalities about the high costs of electricity to run their arenas; they are threatening to shut them down.
 - For the residential ad, we should use an Ontario smart thermostat (ecobee) or a generic one (i.e., not a US product),
 - All ads should reflect Ontario’s ethnic diversity and accessibility for all (James advised us that a person with a disability appeared in the Fair Hydro Plan ads; Laura from Rain43 indicated they had done this work – check).
- We were asked when the new SoE website would be available and we indicated November, so not in time for the TV ads.
- As an aside, regarding the Heating and Cooling program changes taking effect in July, the ministry suggested that we check the incentive levels in the MOECC’s program as they may be different
- In summary, no major concerns were identified by the ministry. There appears to be an appetite to run these ads sooner rather than later, with the next step being for Trevor to discuss the creative with Andrew. He will then let us know if we need to brief Andrew and/or the Minister, although we did not get firm timing on a possible next meeting as we may be bumping up against their vacations. We will reach out to the ministry today to follow up on this.

Email to ministry

Thank you for meeting with the IESO today about the Save on Energy TV and online advertising creative yesterday. We will incorporate your feedback into the ad material.

We would also like to confirm next steps. In order to run the ads in the mid-September/October time frame, we will need to finalize the creative and begin production by approval to proceed by Friday, July 7, including confirmation of whether or not we can use the arena case study for the community ad.

We do not want to start production in advance of this so that we can avoid incurring any additional production costs. We would be happy to answer any further questions you might have and/or and it would also be helpful if you could identify what further meetings we might need to have to meet again in the next two weeks as needed to meet the timelines noted above.

Regards,

Glenna