

Message

From: Jordan Penic [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=7D23BCD450594583BB40B447B35485DA-JORDAN PENI]
Sent: 2017-04-25 8:27:25 AM
To: Terry Young [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=872fa3f6e61a48709b11458c0c3b6ca6-Terry Young]
CC: Kimberly Veeneman [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=6dad76ee6723486c8bf97ec2552a4c8c-Kimberly Ve]; Alexandra Campbell [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c1277e2d9ffd4c598e3819f291200a35-Alexandra C]
Subject: FW: Save on Energy Marketing: Meeting Materials
Attachments: April 2017 SOE 2016 results and 2017 plans.pdf; April 2017 SOE brand marketing.pdf; Save on energy

Terry – here are the briefing materials for this afternoon’s meeting. The original meeting request is attached so you can see what was asked for.

From: Jordan Penic
Sent: April 25, 2017 8:13 AM
To: Rachel.Barbaro@ontario.ca
Subject: Save on Energy Marketing: Meeting Materials

Good morning Rachel,

Here are a couple documents that we’ll walk through at this afternoon’s briefing. One presentation provides an overview of the Save on Energy brand strategy and the culmination of that into a 2016 campaign. The second deck provides the research that demonstrates the success of the 2016 marketing efforts and the plans for 2017.

See you at 4:00.

Regards,

Jordan

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