

Message

From: Barbaro, Rachel (ENERGY) [Rachel.Barbaro@ontario.ca]
Sent: 2017-04-11 2:50:20 PM
To: Jordan Penic [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=7d23bcd450594583bb40b447b35485da-Jordan Peni]
CC: Lyon, Sam (ENERGY) [Sam.Lyon@ontario.ca]; Cusimano, Jo-Anne (ENERGY) [Jo-Anne.Cusimano@ontario.ca]; Evans, Karen (ENERGY) [Karen.Evans@ontario.ca]
Subject: Save on energy

Hi Jordan,

Thank you to you and Alexandra for sharing an update with us a few weeks ago.

We would like to take you up on your offer to share the consumer research that speaks to the success of last year's brand campaign, along with a review of the most recent research. Could we also review a media blocking chart that outlines the budget expenditures originally planned and the adjustments for the year, as well as review creative content and brand marketing strategies moving forward? We have some new staff to the team here at the ministry and this meeting will include our new Director of Communications, Karen Evans.

We would appreciate this review of relevant background, prior to a briefing meeting with the DMO and MO to inform them of the adjustment to this year's original plan.
Let me know your availability for next week.

Thanks
Rachel

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