

Energy Marketing Group Meeting Minutes

Date of Meeting: May 16, 2017

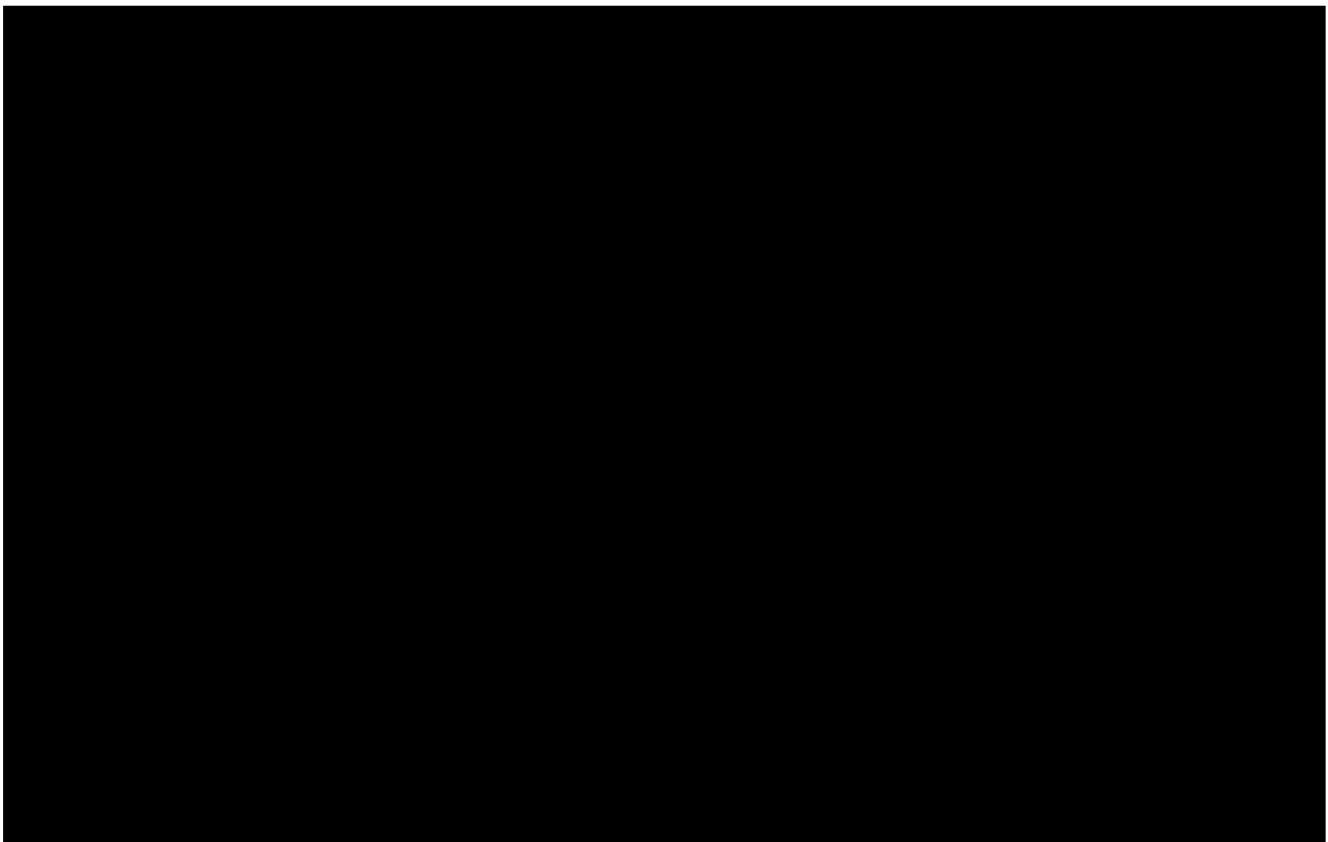
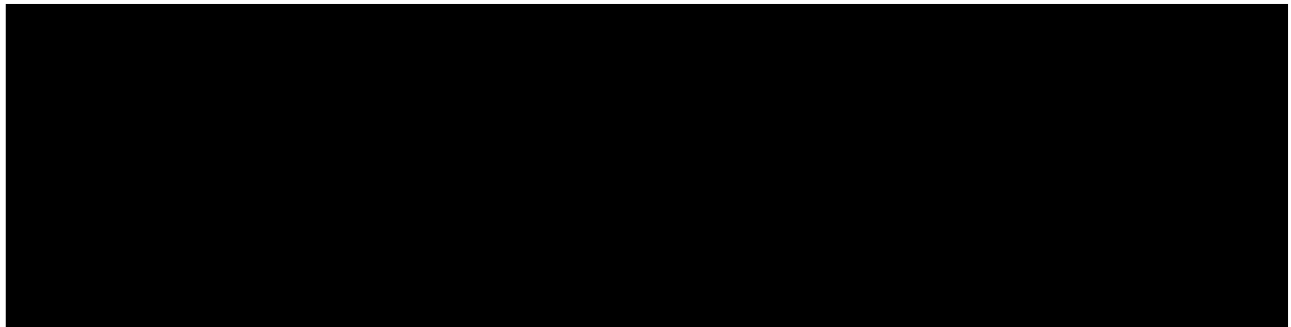
Time of Meeting: 3:00 p.m.

Purpose: To discuss marketing plans in the next 3-6 months and identify any additional alignment that is required.

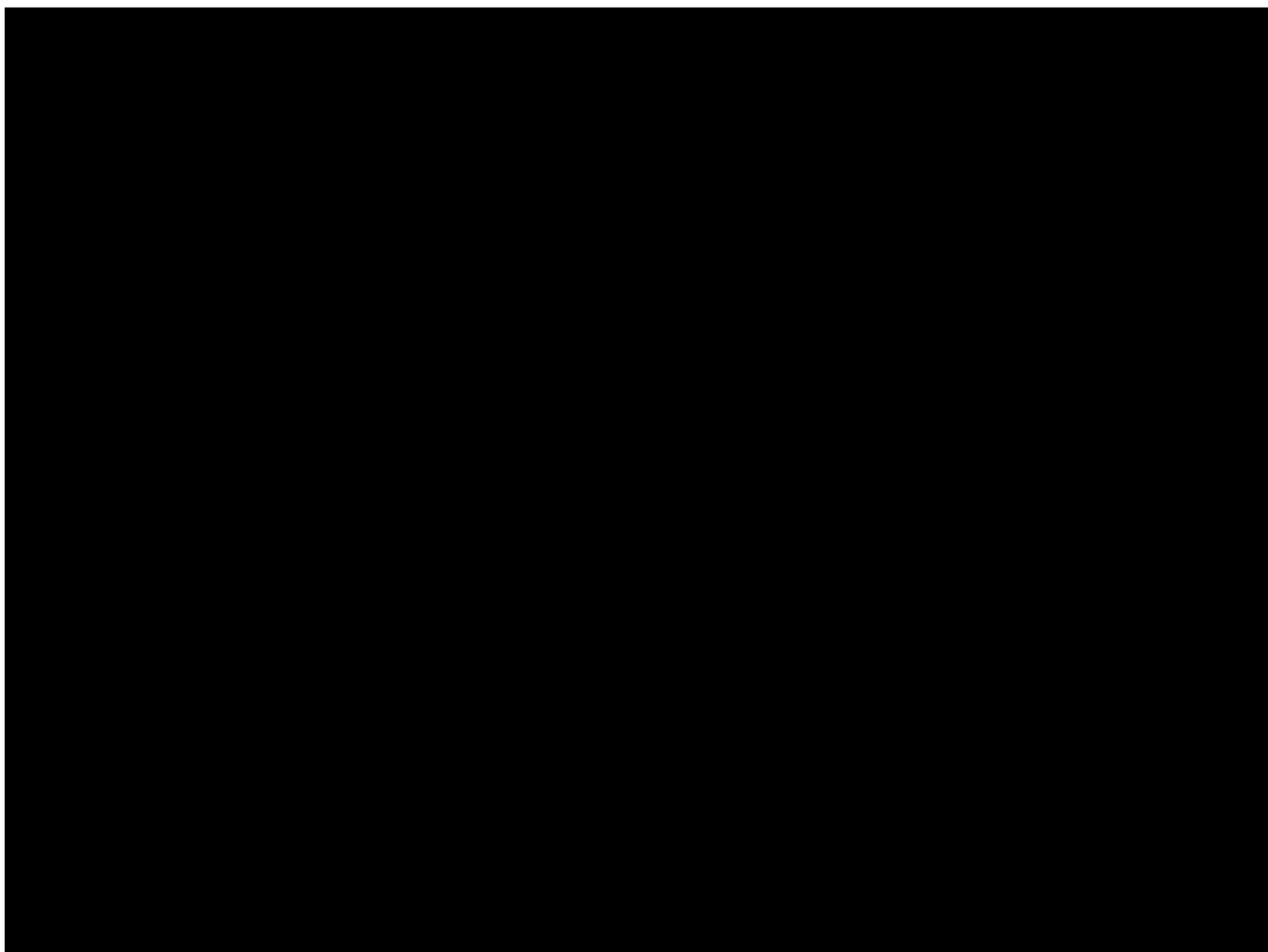
Ministry of Energy Summary (Jo-Anne Cusimano)

- The Fair Hydro Plan campaign to enter the market in the first week of July, and continue throughout the duration of the month
- The messaging will focus on the closing of coal plants and affordability
- Primary communication tactics will be television, radio, digital and few events
- This campaign will be on the heels of the Canada 150 campaign

IESO Summary



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