

Save on Energy Marketing Update

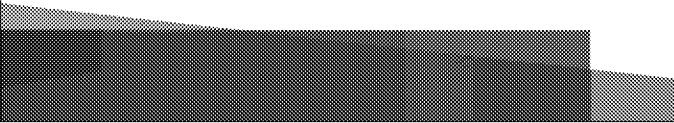
Presentation to Ministry of Energy

March TBD, 2017



Purpose

- To provide a recap of the 2016 Save on Energy campaign and discuss plans for 2017



2016 Save on Energy Campaign Recap

- Marketing efforts reflected more inspirational and positive messages and approach
- Breadth of marketing activity widened considerably – incorporating grassroots outreach and content marketing
- Brand campaign made an impact in shifting people's perceptions and intentions about conservation programs
- LDCs engaged in marketing effort – with more consistent application of the Save on Energy brand



2016 Provincial Marketing and Support

INTRODUCING ALL THE THINGS YOU NEVER THOUGHT SAVING ENERGY COULD DO.

There's a lot more to doing it right than just the IESO website. We'll show you all the things you can do to save energy, from the simple things like turning off the lights to the more complex things like upgrading your home's energy efficiency.

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SAVE ENERGY
POWER WHAT'S NEXT

Find energy of an appliance
mex 1w7

SAVE ENERGY
POWER WHAT'S NEXT

ieso
Connecting Today
Fueling Tomorrow.

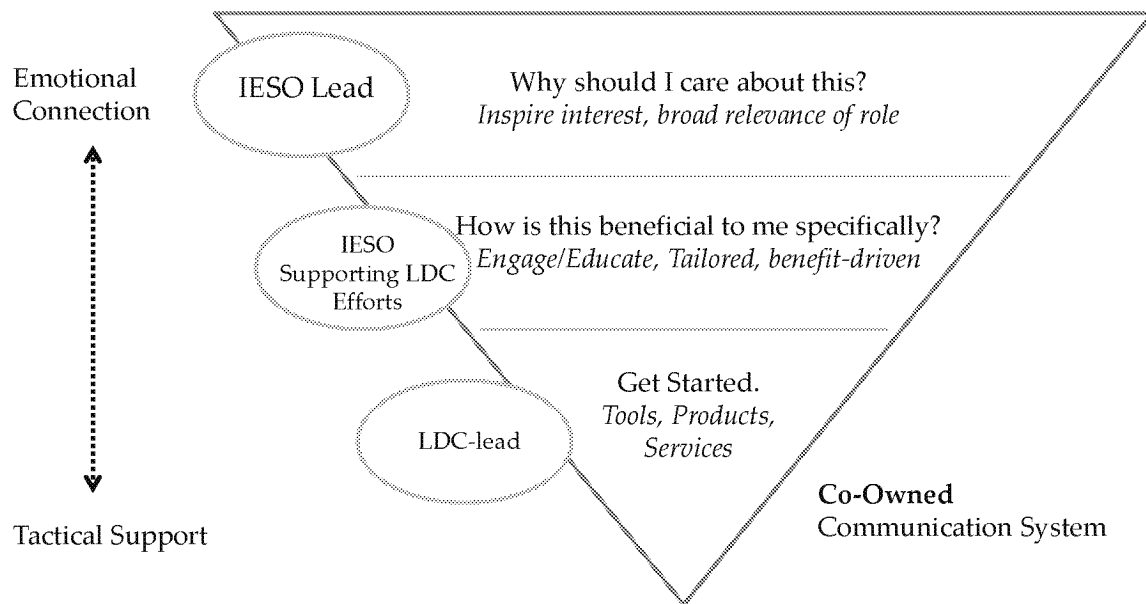
SAVE ENERGY
POWER WHAT'S NEXT

4

30 second business Ad - <https://www.youtube.com/watch?v=opNsgtqWTal>

PWN Website - <https://www.powerwhatsnext.ca/>

Marketing Approach and Roles



2017 Media Plan Update

- TV advertising on hold – decision to be re-evaluated mid-year
- Q1/Q2 TV investment redistributed to amplify existing Business to Business (B2B) and Business to Customer (B2C) efforts and reach consumers/businesses via alternate mediums while achieving similar reach/frequency levels as originally planned
 - Advertisements to focus on influencer programs, on-line videos, content sponsorship, paid social, magazines and search
 - Mediums include: on-line brand videos, radio and digital out-of-home
- ‘High-quality brand-support’ videos to be initially aired on-line with possibility to be aired on TV later this year
- Business targeted sponsored News Talk Radio formats, including brand sell, content and sponsorship opportunities (see next page)
- IESO developing new brand campaign creative



Radio Stations by Market

Market	Station	Format	Rank
Toronto	680 News	All News	4
Toronto	NEWTALK 1010	News, Talk	8
Toronto	Talk Radio AM 640	Sports, Talk	10
Ottawa English	580 CFRA	Talk Radio	5
Ottawa English	1310 News	News/Talk/Sports	14
London	AM 980	News/Talk	7
London	News Talk 1290 CJBK	News/Talk/Sports	9
St. Catharine's	News Talk 610 CKTB	News/Talk	5
Hamilton	AM 900 Hamilton's News Talk Leader	News/Talk	6
Kitchener	570 News	News	7
Peterborough	Extra 90.5	Sports Radio, Hot Talk	6
Windsor	AM 800 CKLW	News/Talk	1



2017 Marketing Activities To Date

Save on Energy Marketing

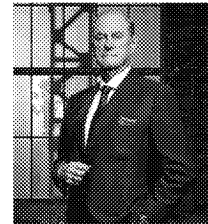
		January				February				March				April				May				June				July			
FOR HOME	Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Bryan Baumer Integration (TV)																													
Bryan Baumer Integration (Radio)																													
Bryan Baumer Amplification																													
Coupon Event																													
Streeter Video Promotion																													
FOR BUSINESS																													
CBC Integration																													
CBC Amplification																													
Case Study Video Promotion																													
Stephen Dixon Series Video Promotion																													



Influencer Strategy for Home and Business

Jim Treliving, owner of Boston Pizza and Mr. Lube, advocating the benefits of energy efficiency

- Three vignettes airing on CBC television shows from February 13 – March 31 and on cbc.ca.
- Vignettes include salon owner Marc Anthony, one-on-one with Jim Treliving and past Dragon's Den pitcher Steeped Tea
- Social media campaign further promoting vignettes on Facebook, Twitter and LinkedIn



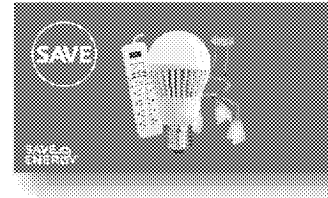
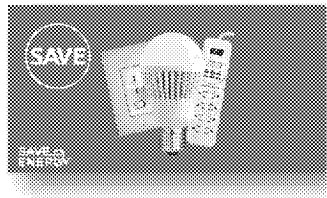
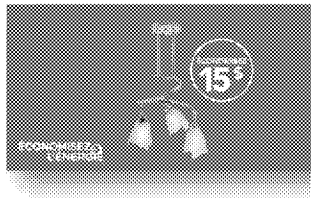
Integration across two Bryan Baeumler home improvement programs about how energy efficiency adds value to your home

- Three in-show spots highlighting smart thermostats, utility rooms and home energy audits
- Three additional TV spots promoting LED lights, Energy Star and utility rooms airing on HGTV and Global TV
- Social media campaign promoting spots on Facebook and Twitter



2017 Spring Coupons Event

- Coupon Event (March 31 – April 30)
 - Radio (radio spots will be aired more heavily during the first two weeks of the campaign)
 - Energy savings related sponsored content (articles and quizzes) produced and disseminated by third-party publishers (BuzzFeed, Yahoo)
 - Mobile advertising (geo-targeted ads, catching people when they are in or close to a participating store)
 - Social media advertising (Facebook, Twitter)



B2B and B2C Video Promotion

Streeter Videos

- On the street videos, profiling Ontario homeowners and testing their knowledge on energy-efficiency



Lighting Education

- Educational video series geared towards small and medium businesses on lightbulbs, lighting technologies and energy management practices



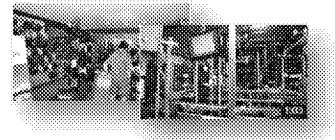
Energy Management Expert

- Video series profiling energy expert Stephen Dixon and his three principles for businesses to succeed in energy-efficiency. Business examples include the City of Greater Sudbury and KI in Pembroke



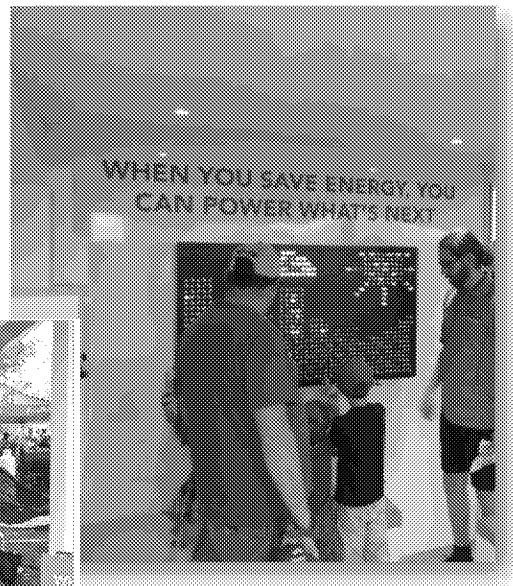
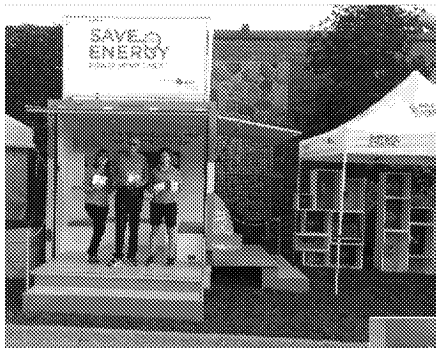
Case studies

- Videos highlighting Ontario businesses that have participated in Save on Energy programs and their success stories



2017 Residential Event Plan

Leverage learning and insights from 2016 and continue approach to engage consumers at a grass-roots level with key messages that resonate and address key consumer questions



2017 Residential Event Plan

Ontario Science Centre March Break

Midland Home Show

KW Multicultural Festival

Orangeville Ribfest

Collingwood Elvis Festival

Kempfest (Barrie)

Canada's Largest Ribfest (Burlington)

Norwood Fall Fair

Royal Winter Fair

Canada Day

North Bay Summer In The Park Festival

27th Annual Peach Festival

The Powerboat Festival

Taste Ajax

Welland Fair

Stratford Fall Fair

Toronto Hydro

Midland PUC

Kitchener / Wilmot

Orangeville

Collus PowerStream

PowerStream

Burlington Hydro

Hydro One

Toronto Hydro

Thunder Bay Hydro

North Bay Hydro

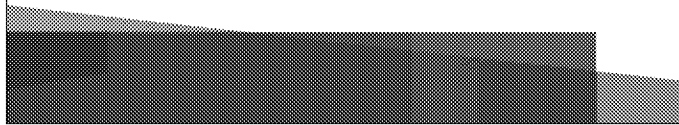
Niagara-on-the-Lake

Blue Water Power (Sarnia)

Veridian Connections (Ajax)

Welland Power (Welland)

Festival Hydro (Stratford)



2017 Revised Advertising Calendar

			Original Plan New addition to plan / heavy up No change to original plan											
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
R2C Brand														
Cable - Broadcast Influencer Integration	Educate	Utilize celebrity home renovator, Brian Boomer, to promote brand message												
Cable Amplification	Engage													
Broadcast Influencer Integrations (including amplification budget)	Educate	Additional influencer programs (Ryan Reynolds or similar, detail TBD)												
Digital COOH	Engage	Target commercial locations with high frequency messaging to promote awareness												
Online Video (includes brand consumer videos)	Engage	Use sight and sound to create an emotional connection with the online residential audience												
Digital Display	Engage	Efficiently target key online environments												
Newspaper Content Sponsorships	Educate	Distribute owned content through trusted and credible media sources online												
Social	Engage	Inspire and educate across various social platforms using owned content												
Search	Engage	Be present to direct in-market consumers												
R2C Retail														
Radio (Corporate)	Engage	Quickly and efficiently build market awareness												
Digital Display (Corporate)	Engage	Efficiently target key environments												
Search	Engage	Be present to direct in-market consumers												
R2B Brand														
R2B Brand														
Radio - AM/Drive Time Business Formats + Custom Content	Engage	Drive mass awareness with 820 audience across business/news stations via content sponsorship and brand sell												
CBC Social Amplification	Educate	Utilize celebrity businessmen, Jim Treliving, to promote brand message												
Broadcast Influencer Integration (including amplification budget)	Engage	Additional influencer programs (Jim Treliving or similar, detail TBD)												
COOH Elevator Screens	Engage	Target priority business locations with high frequency messaging to promote awareness												
Online Video (includes Stephen Dixon video series)	Engage	Use sight and sound to create a connection with the online business audience												
Digital Display	Engage	Efficiently target key business environments online												
Native	Educate	Amplify owned content within key industries and drive traffic to site												
Social	Engage	Inspire and educate across various social platforms using owned content												
Magazine (General Business)	Engage													
Search	Engage	Be present to direct in-market consumers												
R2B Retail														
Online Video (Case Studies)	Engage													
Magazine (Trade)	Engage	Target key verticals and general business publications to convey a complex message												
News On Display	Engage													
Search	Engage	Be present to direct in-market consumers												



Next Steps

- Influencer programs TV/radio vignettes and amplification: March – July
- Owned content (case studies, Streeters, S. Dixon videos) promotion: March – July
- Coupons event: April
- New brand campaign creative development/production: March – June

