

Message

From: Jordan Penic [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=PENICJ]
Sent: 2017-03-27 1:51:46 PM
To: Alexandra Campbell [/O=IMO/OU=MSX1/cn=Recipients/cn=Alexandra Campbell]; Eric Dreyfuss [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Eric.Dreyfuss]
CC: Glenna Ford [/O=IMO/OU=EXternal (FYDIBOHF25SPDLT)/cn=Recipients/cn=447b63f3414543a78139fbe891875cc9]; Derek Roldan [/O=IMO/OU=EXternal (FYDIBOHF25SPDLT)/cn=Recipients/cn=a0955eac18c647b59af43ed6d16c11ee]
Subject: RE: Draft of Ministry Marketing Update March 20 2017AC.pptx

We can probably skip it with the Ministry tomorrow, but I don't see how we engage MO staff for the first time on the topic of advertising and not plan to show the historical television ads, or some of the case studies. They are all positive.

In terms of the deck – it hasn't been sent, so let me know your feedback. Although, I don't think it changed much since the original version.

From: Alexandra Campbell
Sent: March 27, 2017 1:31 PM
To: Jordan Penic; Eric Dreyfuss
Cc: Glenna Ford; Derek Roldan
Subject: Re: Draft of Ministry Marketing Update March 20 2017AC.pptx

Has the deck been sent? I'm not entirely comfortable with how this has been refocused.

I don't want to show the ads. We can if asked but not something I want us to be proactive on.

Alexandra

Sent from my BlackBerry 10 smartphone on the Bell network.

From: Jordan Penic
Sent: Monday, March 27, 2017 1:22 PM
To: Eric Dreyfuss
Cc: Alexandra Campbell; Glenna Ford; Derek Roldan
Subject: RE: Draft of Ministry Marketing Update March 20 2017AC.pptx

Hi,

A meeting with Ministry staff has been scheduled from tomorrow at 1:00pm.

Cheers,

Jordan

From: Eric Dreyfuss
Sent: March 24, 2017 9:42 AM
To: Jordan Penic
Cc: Alexandra Campbell; Glenna Ford; Derek Roldan
Subject: RE: Draft of Ministry Marketing Update March 20 2017AC.pptx

Jordan,

As requested please find attached the deck including a 'next steps' page listing our marketing activities for the next few months.

Eric

From: Eric Dreyfuss
Sent: March 23, 2017 2:15 PM
To: Jordan Penic
Cc: Alexandra Campbell; Glenna Ford; Derek Roldan
Subject: RE: Draft of Ministry Marketing Update March 20 2017AC.pptx

Jordan – here is the updated deck. Derek will provide a USB with the videos to you prior to the ministry meeting. I have also attached a PDF of the blocking chart.

In regards to the 'next steps' page, Alexandra had intentionally left this out of our deck. We are only seeking approval on our blocking chart, and when we are ready with new marketing materials, we will schedule a meeting with them if required.

Thanks,

Eric

From: Jordan Penic
Sent: March 23, 2017 9:49 AM
To: Derek Roldan; Eric Dreyfuss
Cc: Alexandra Campbell; Glenna Ford
Subject: RE: Draft of Ministry Marketing Update March 20 2017AC.pptx

Good morning,

Please find attached some suggested edits for the presentation to be delivered to the Ministry. One important note to keep in mind is that almost everyone in the room for these meetings will have limited or no history on the 2016 advertising campaign, or our current efforts. I've suggested some locations throughout the deck where we might want to pause the presentation and pull up some of the advertisements and case studies on the TV located in the boardroom so that new staff can see what's been done, and we can explain a bit around why we've chosen the approach that we did (i.e. some of the focus groups feedback, polling, etc.).

In terms of timing for the briefing, it will likely be early next week, but I'm still waiting on the Ministry to confirm a time. They're all fairly busy with the roll-out of the Fair Hydro Plan – so timing can be a challenge these days.

Let me know if you want to discuss further or have any questions based on the deck.

Cheers,

Jordan

From: Glenna Ford
Sent: March 22, 2017 11:08 AM
To: Jordan Penic
Subject: FW: Draft of Ministry Marketing Update March 20 2017AC.pptx

Jordan:

Here is the latest deck I received.

From: Derek Roldan

Sent: March 20, 2017 10:41 AM

To: Glenna Ford

Cc: Alexandra Campbell; Eric Dreyfuss

Subject: Draft of Ministry Marketing Update March 20 2017AC.pptx

Hi Glenna,

Please find attached the updated deck for the ministry presentation.

Thanks,

Derek