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**From:** Jordan Penic [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=PENICJ]  
**Sent:** 2017-03-27 4:36:19 PM  
**To:** Derek Roldan [/O=IMO/OU=EXtErnal (FYDIBOHF25SPDLT)/cn=Recipients/cn=a0955eac18c647b59af43ed6d16c11ee]; 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

All the boardrooms are equipped with TVs now. We'll need to play them from the laptop, but they are more easily viewed compared to past meetings.

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**From:** Derek Roldan  
**Sent:** Monday, March 27, 2017 4:30 PM  
**To:** Alexandra Campbell; Eric Dreyfuss; Jordan Penic  
**Cc:** Glenna Ford; Derek Roldan  
**Subject:** RE: Draft of Ministry Marketing Update March 20 2017AC.pptx

I think in the past, they would have played them direct off their laptop. I'll provide a USB to Glenna tomorrow morning with the new materials only (a few streeters, Jim / Bryan video and case study video). We can save them to her desktop and likely play direct from there.

- Derek

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**From:** Alexandra Campbell  
**Sent:** March 27, 2017 4:25 PM  
**To:** Eric Dreyfuss; Jordan Penic  
**Cc:** Glenna Ford; Derek Roldan  
**Subject:** RE: Draft of Ministry Marketing Update March 20 2017AC.pptx

With the attachment.

Also, with videos – I'm not sure we know how to show them on the Ministry system. Rain has always managed that. Have we set that up in advance?

Alexandra

**Alexandra Campbell** | Director, Conservation Alliances and Marketing  
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**From:** Alexandra Campbell  
**Sent:** March 27, 2017 4:23 PM  
**To:** Eric Dreyfuss; Jordan Penic  
**Cc:** Glenna Ford; Derek Roldan  
**Subject:** RE: Draft of Ministry Marketing Update March 20 2017AC.pptx

Hi,

In the attached I made a few very minor changes but I did change the purpose. We can use this as is but the discussion will primarily focus on the revised media buy plan.

If we want to do a broader education on the brand strategy and the success metrics of 2016 then we can look to also send one of the decks we used in the fall. My preference would be to set up the brand strategy for the meeting when we present the new creative.

If we show videos tomorrow it should be of the new stuff (only if they ask). Derek, are any of the streeters, case studies and Jim and Bryan stuff on the stick?

Terry said the meeting has now moved to 1:30. I may be able to make it for then. I'm leaving Midland around 11 or 11:30.

Jordan/Glenna – as far as you know is it only Sam, Eric Magoey and Barbara there?

Alexandra

**Alexandra Campbell** | Director, Conservation Alliances and Marketing

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**From:** Eric Dreyfuss

**Sent:** March 27, 2017 3:54 PM

**To:** Alexandra Campbell; Jordan Penic

**Cc:** Glenna Ford; Derek Roldan

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

Yes, I can attend.

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**From:** Alexandra Campbell

**Sent:** March 27, 2017 3:51 PM

**To:** Jordan Penic; Eric Dreyfuss

**Cc:** Glenna Ford; Derek Roldan

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

Hi,

Eric, are you able to attend the meeting at the Ministry at 1 tomorrow?

This was really meant to be an update on the media buy and to primarily let them know officially we've put TV on hold but will use other means, particularly radio to push the brand. I don't want to recap the 2016 creative. Either they love it and then by comparison decide they don't like the new stuff as much or they don't love the 2016 stuff and we've unnecessarily tainted their view of us. Either way it's a lose-lose. If we need to educate new people on the brand strategy we can add that in and if we need to recap on 2016 I would do the research. Both of those are really just a reiteration of what we did for them last fall so I would just re-use that deck with the updated buy.

I'll have to talk to Terry since he'll be delivering this about whether he's prepared to present the brand strategy and research.

Alexandra

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**From:** Jordan Penic  
**Sent:** March 27, 2017 1:52 PM  
**To:** Alexandra Campbell; Eric Dreyfuss  
**Cc:** Glenna Ford; Derek Roldan  
**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.

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**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.

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**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

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**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

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**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

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**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

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**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.

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**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