

Message

From: Jordan Penic [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=PENICJ]
Sent: 2017-03-27 4:39:10 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

Those are the ones on the agenda. They have not indicated further attendees.

From: Alexandra Campbell
Sent: Monday, 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
Independent Electricity System Operator (IESO) | T: (416) 506-2806 | C: (416) 452-2133
120 Adelaide Street West, Suite 1600, Toronto, ON M5H 1T1
Web: www.ieso.ca | Twitter: [IESO_Tweets](https://twitter.com/IESO_Tweets) | LinkedIn: [IESO](https://www.linkedin.com/company/ieso)
Conservation: www.saveONenergy.ca | Twitter: [saveONenergyOnt](https://twitter.com/saveONenergyOnt) | LinkedIn: [saveONenergy](https://www.linkedin.com/company/saveONenergy)

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.

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

Alexandra Campbell | Director, Conservation Alliances and Marketing
Independent Electricity System Operator (IESO) | T: (416) 506-2806 | C: (416) 452-2133
120 Adelaide Street West, Suite 1600, Toronto, ON M5H 1T1
Web: www.ieso.ca | Twitter: [IESO_Tweets](https://twitter.com/IESO_Tweets) | LinkedIn: [IESO](https://www.linkedin.com/company/ieso)
Conservation: www.saveONenergy.ca | Twitter: [saveONenergyOnt](https://twitter.com/saveONenergyOnt) | LinkedIn: [saveONenergy](https://www.linkedin.com/company/saveONenergy)

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.

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