

Save on Energy Marketing Update

Presentation to Ministry of Energy

March 28, 2017

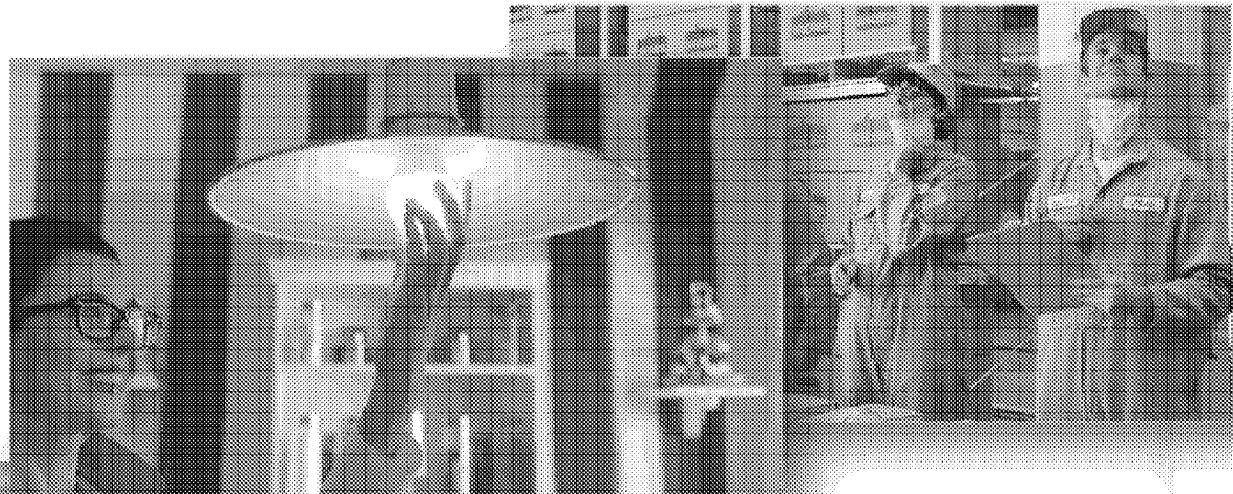
Purpose

- To provide an update on the media placement 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

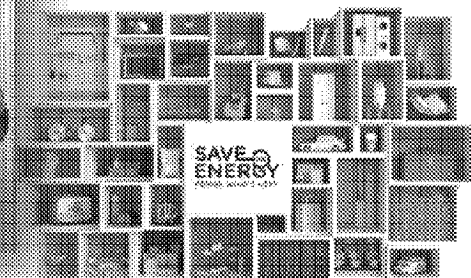


INTRODUCING ALL THE
THINGS YOU NEVER THOUGHT
SAVING ENERGY COULD DO.

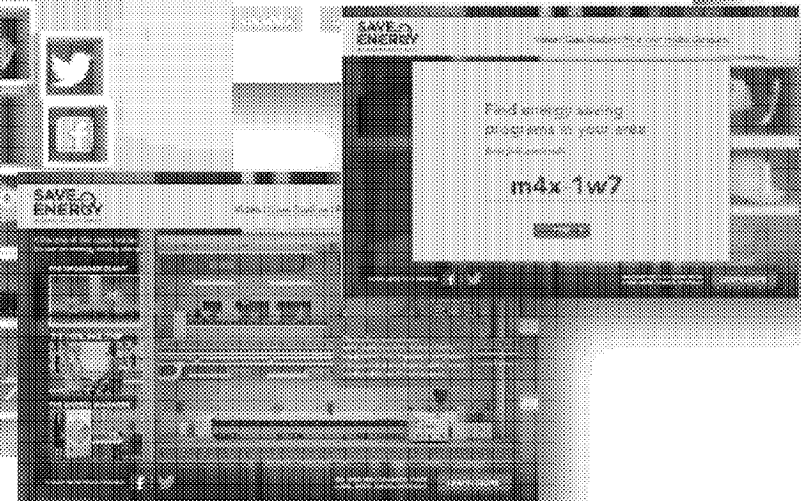
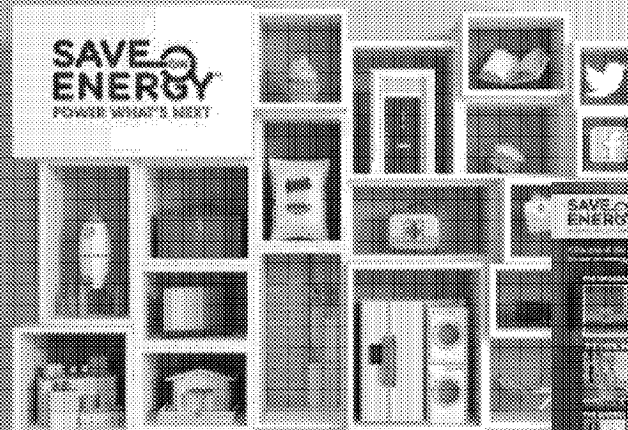
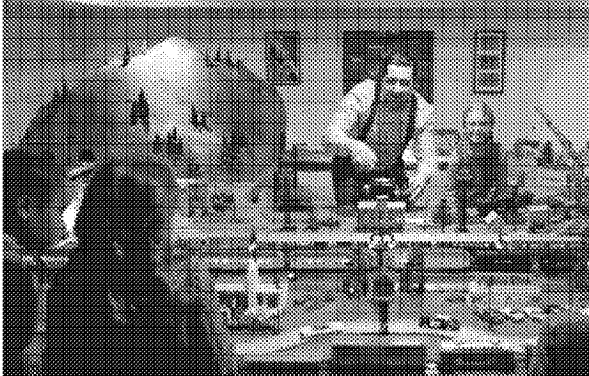
There are no U.S. foreign aid funds that support women's small businesses to save money. Without an investment in a network, any success among women doing trading activities remains isolated and unsustainable. When trading and a network are in place together, the trading platform is more successful and women are able to fight their isolationism.

Notes on Contributors

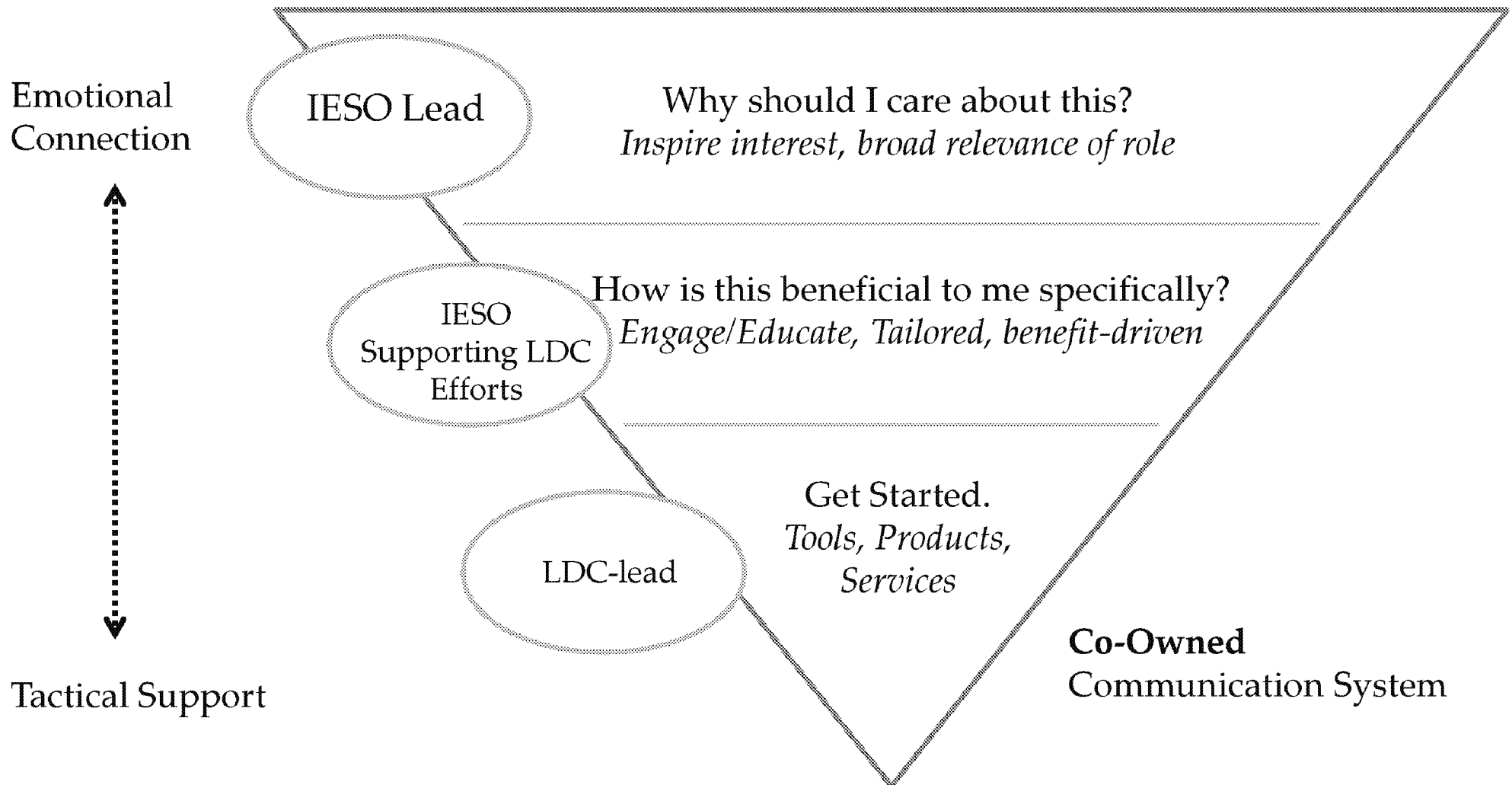
Save on energy. Ontario's efficient energy efficiency program. It's there to help as it encourages more energy efficient practices and programs.



¹ In the following, we assume that the number of nodes in the network is known. This is not a restriction, since the number of nodes can be determined by a simple flooding protocol.



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

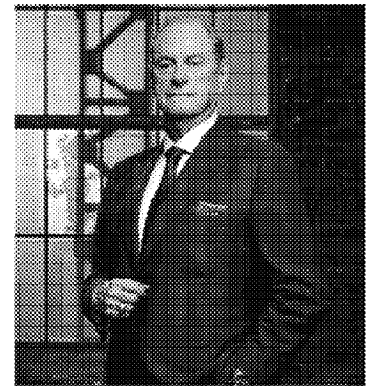
2017 Marketing Activities To Date

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 Baumlert Integration (TV)																																				
Bryan Baumlert Integration (Radio)														Coupon				LED / Smart Thermostat				Utility Room / Audit / Energy Star														
Bryan Baumlert Amplification														Phase 1 (Digital / Social)								Phase 2 (Digital / Social)														
Coupon Event														Radio, BuzzFeed, Social																						
Streeter Video Promotion																																				
FOR BUSINESS																																				
CBC Integration																																				
CBC Amplification								Phase 1 (digital, social)						Phase 2 (digital, social)								Phase 3 (digital, social)														
Case Study Video Promotion													YouTube, LinkedIn, Associations																							
Stephen Dixon Series Video Promotion													PR, digital, social, events																							

Influencer Strategy for Home and Business

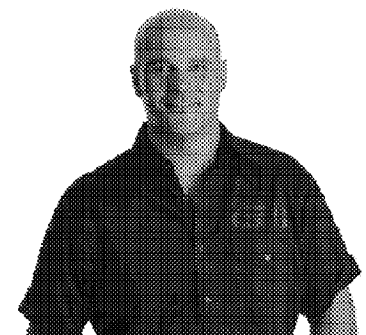
Jim Treliving, owner of Boston Pizza and Mr. Lube, advocating the benefits of energy efficiency

- 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



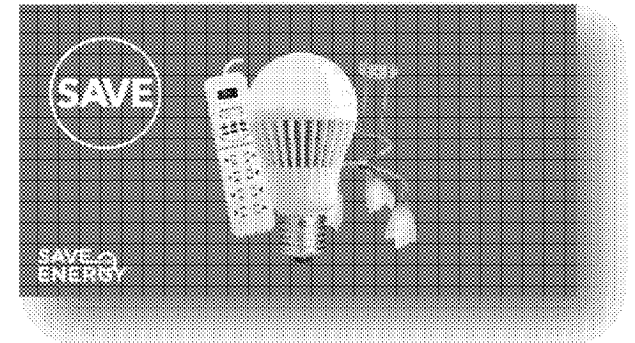
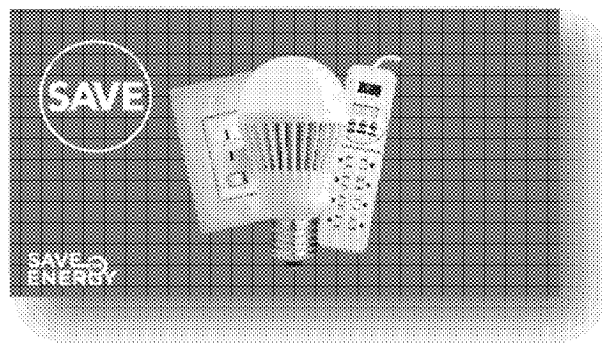
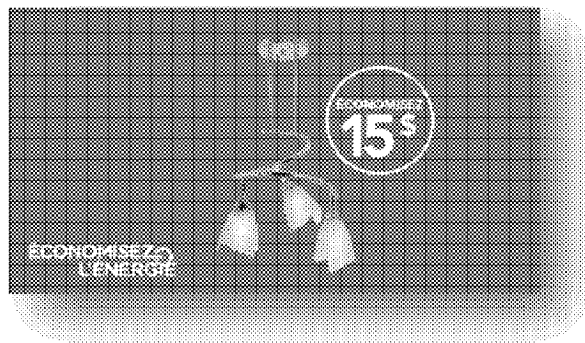
Integration across two Bryan Baeumler home improvement programs about how energy efficiency adds value to your home

- 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

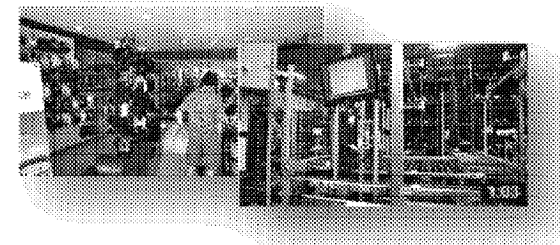
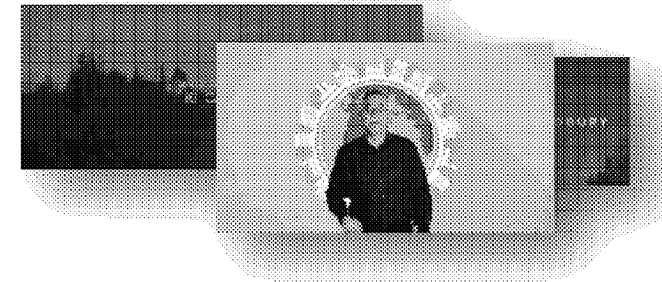
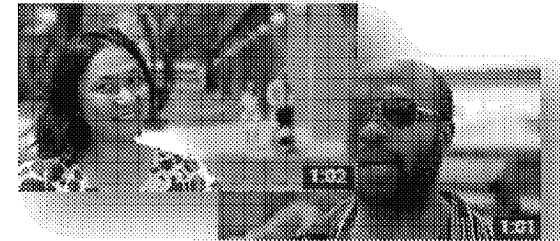
- Educational video series geared towards small and medium businesses on lightbulbs, lighting technologies and energy management practices

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

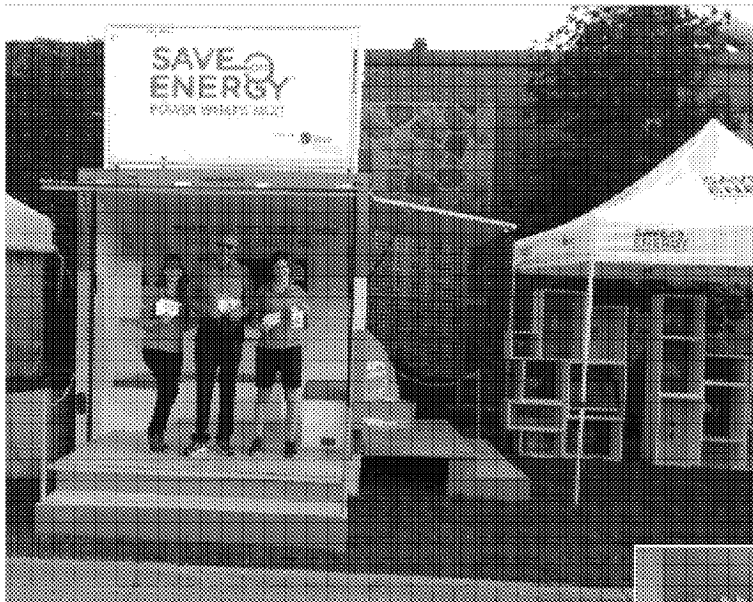
Case studies

- 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

Kempfenfest (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	

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