

Message

From: Alexandra Campbell [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=C1277E2D9FFD4C598E3819F291200A35-ALEXANDRA C]
Sent: 2017-04-20 12:14:59 PM
To: Jordan Penic [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=7d23bcd450594583bb40b447b35485da-Jordan Peni]; Glenna Ford [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=e1c72b718a54474dacd4c68ae870f130-Glenna Ford]
Subject: FW: Save on energy
Attachments: Blocking Chart 2017 - as of Mar 8'17 CC.xlsx; Copy of Comms Deck Blocking Charts 2017 - as of Oct 26th.xlsx; ministry briefing April 2017v1.pptx

We still need to update some of the research slides but this is what I suggest for the deck – although we may want to split this into two deck.

The first bit explains the Save on Energy brand and highlights the research that supports the positioning. This is what guided our 2016 creative and will also guide our 2017 creative. Jordan – this is the history you want them to understand but since it doesn't exactly answer their immediate questions we could send it as a separate file.

See below that explains the rest of the slides

- the consumer research that speaks to the success of last year's brand campaign, along with a review of the most recent research

numbers being update, the most recent research available is the same as the research that speaks to the success of the brand campaign

- a media blocking chart that outlines the budget expenditures originally planned and the adjustments for the year

included but shown as two slides – original and adjusted

- review creative content and brand marketing strategies moving forward (*although I don't think we have any at the moment*)

we do not have creative approach for 2017 major campaign, the first half of the year continues with our influencer campaign and the content marketing and coupon effort, we will come back with creative, the brand positioning slides provide the background for all creative

Alexandra Campbell | Director, Conservation Alliances and Marketing

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From: Alexandra Campbell
Sent: April 20, 2017 12:01 PM
To: Eric Dreyfuss
Subject: FW: Save on energy

I will blame it on the virus but I can't copy these into the deck. Can you please do that and send it back to me?

Thanks,
Alexandra

Alexandra Campbell | Director, Conservation Alliances and Marketing

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From: Eric Dreyfuss
Sent: April 12, 2017 12:37 PM
To: Alexandra Campbell; Derek Roldan; Bob Collins
Subject: RE: Save on energy

I don't think it is feasible to show one blocking chart outlining the budget expenditures originally planned and the adjustments for the year. Best option is to show the original and revised charts (see attached – you can also find them on the shared drive under 'media blocking charts' – if you email them to the Ministry I would recommend pdf'ing them or inserting them on a ppt slide as an image) and attach a brief explanation of the changes made (similar to the slide that was in the Ministry deck we presented a few weeks ago).

Hope this helps.

From: Alexandra Campbell
Sent: April 11, 2017 5:51 PM
To: Eric Dreyfuss; Derek Roldan; Bob Collins
Subject: Fw: Save on energy

Can you please help with this, particularly the budgets associated with old and new blocking charts.

Bob, we'll look at what updates we want to add to the research we have already sent them.

Alexandra

Sent from my BlackBerry 10 smartphone on the Bell network.

From: Jordan Penic <jordan.penic@ieso.ca>
Sent: Tuesday, April 11, 2017 4:26 PM
To: Alexandra Campbell
Cc: Terry Young; Glenna Ford
Subject: FW: Save on energy

Hi Alex,

The Ministry is seeking further information and another briefing following our last discussion. They are hoping to schedule one next week.

You can see below that they are seeking further information on:

- the consumer research that speaks to the success of last year's brand campaign, along with a review of the most recent research
- a media blocking chart that outlines the budget expenditures originally planned and the adjustments for the year
- review creative content and brand marketing strategies moving forward (*although I don't think we have any at the moment*)

Can we simply adapt the last presentation to reflect some of these additional requests? At this point, I think there might also be value in being prepared to show last year's ads to the new comms people. If we're going to review the consumer research, this might be helpful to give them the full picture.

Is this doable from your perspective?

Please let me know if you'd like to discuss.

Cheers,

Jordan

Jordan Penic | Senior Manager, Communications & Government Affairs

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From: Barbaro, Rachel (ENERGY) [<mailto:Rachel.Barbaro@ontario.ca>]

Sent: April 11, 2017 2:50 PM

To: Jordan Penic

Cc: Lyon, Sam (ENERGY); Cusimano, Jo-Anne (ENERGY); Evans, Karen (ENERGY)

Subject: Save on energy

Hi Jordan,

Thank you to you and Alexandra for sharing an update with us a few weeks ago.

We would like to take you up on your offer to share the consumer research that speaks to the success of last year's brand campaign, along with a review of the most recent research. Could we also review a media blocking chart that outlines the budget expenditures originally planned and the adjustments for the year, as well as review creative content and brand marketing strategies moving forward? We have some new staff to the team here at the ministry and this meeting will include our new Director of Communications, Karen Evans.

We would appreciate this review of relevant background, prior to a briefing meeting with the DMO and MO to inform them of the adjustment to this year's original plan.

Let me know your availability for next week.

Thanks

Rachel

Rachel Barbaro

Manager, Strategic Communications

Ministry of Energy, Communications Branch

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