

Message

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Sent: 2017-04-25 8:13:01 AM
To: Rachel.Barbaro@ontario.ca
Subject: Save on Energy Marketing: Meeting Materials
Attachments: April 2017 SOE 2016 results and 2017 plans.pdf; April 2017 SOE brand marketing.pdf

Good morning Rachel,

Here are a couple documents that we'll walk through at this afternoon's briefing. One presentation provides an overview of the Save on Energy brand strategy and the culmination of that into a 2016 campaign. The second deck provides the research that demonstrates the success of the 2016 marketing efforts and the plans for 2017.

See you at 4:00.

Regards,

Jordan

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