

Save on Energy Marketing 2016 Results and 2017 Plans

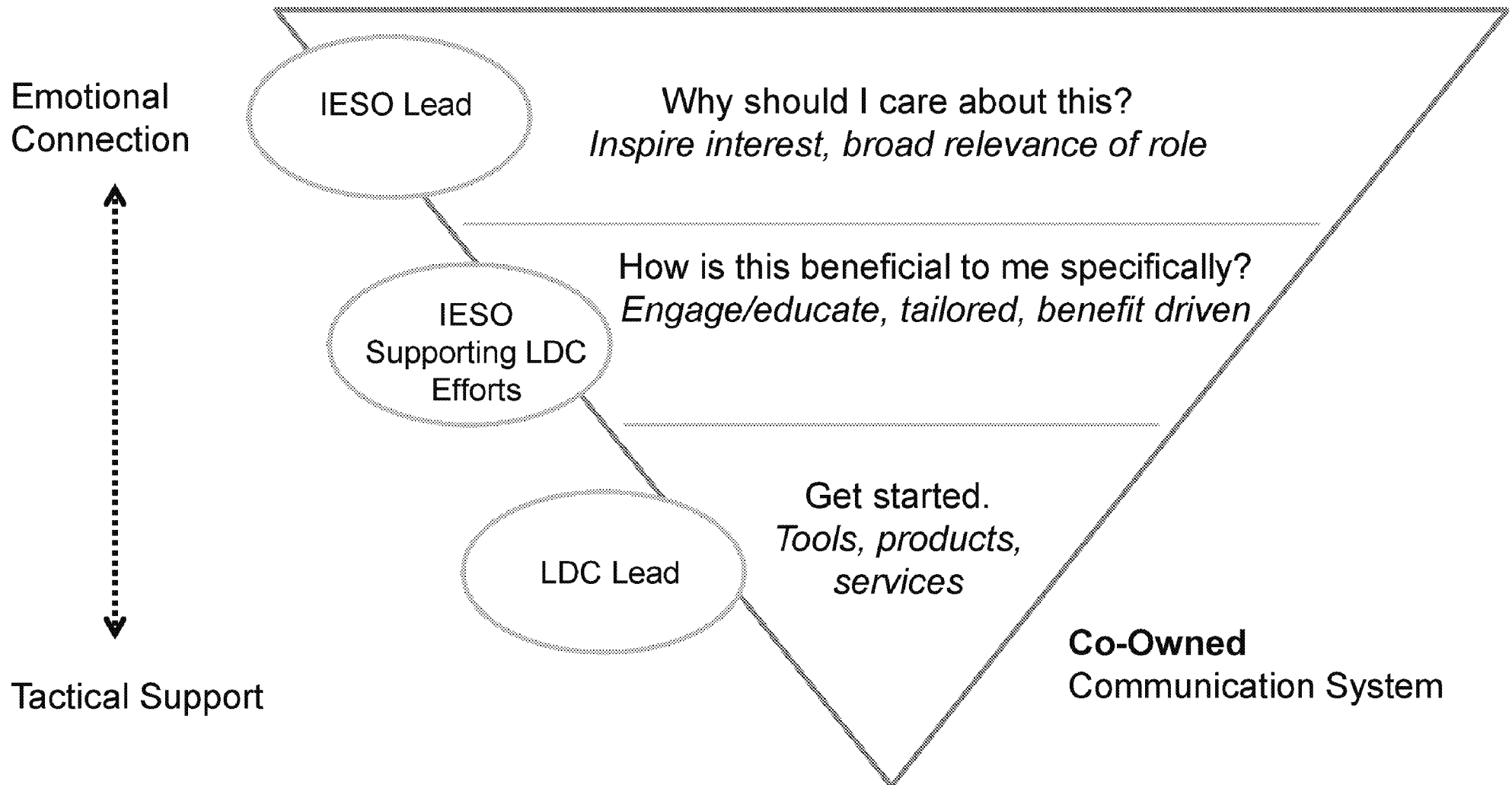
Presentation to the Ministry of Energy

April 2017

Purpose

- To provide an overview of the results of the 2016 campaign and plans for 2017

Marketing Approach and Roles



360 Media Support

- TV :60's and :30's and Cinema – three flights throughout the year approx. four weeks each
- Content Hub Featuring real success stories from across Ontario (business and residential)
- Print Full page advertising in major newspapers and business publications
- Digital targeted video (cut downs of the TV can be leveraged), rich media, display ads
- Social Promoted posts, publishing, video, high impact, etc.
- Community Events Regional activations
- PR Traditional outlet pitching and sponsored content

2016 Creative

- TV ads, case studies and animations can be viewed at the campaign microsite:

www.powerwhatsnext.ca

Results

Digital and Social Media Advertising

TV ads and videos currently being promoted on Facebook, YouTube and online streaming of TV episodes

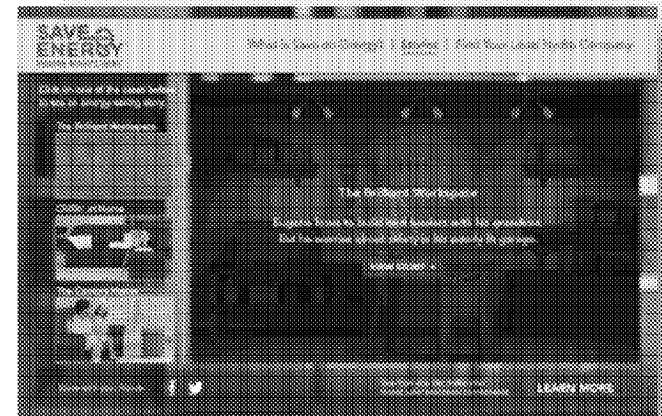
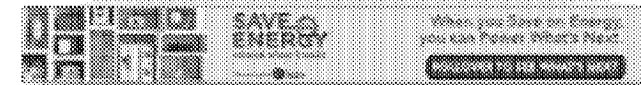
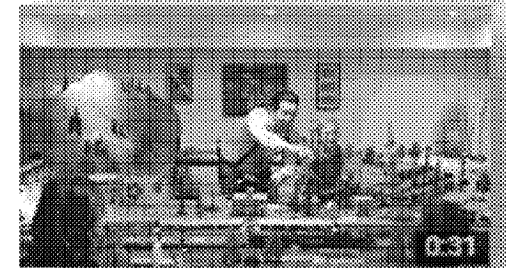
- Train, cupcake and Nacho ads (30 seconds): 2,945,000 views
- Manifesto (60 seconds): 540,000 views
- “Person on the street” videos: 300,000 views

Digital ads on mainstream websites – e.g., Yahoo, Toronto Star

- 95 million impressions

Social media posts on Facebook, LinkedIn and Twitter

- 410,000 social media impressions



Newspaper Listings

A mix of regional papers and national publications were used to reach Ontarians across the province with newspaper ads.

Toronto Star
Metro Toronto
Globe & Mail (Metro Edition)
Ottawa Citizen
Hamilton Spectator
London Free Press
Markham Economist & Sun
Stouffville Sun-Tribune
Waterloo Region Record
Windsor Star
Sudbury Star
Barrie Advance
St. Catharine's Standard
Cambridge Times
Kingston This Week
Guelph Tribune
Thunder Bay Chronicle Journal
Chatham This Week
Brantford Expositor
Niagara Falls Review
Peterborough Examiner
Sault Ste Marie Star
The Sarnia Observer
North Bay Nugget
Belleville News
Timmins Times
Orillia Today
West Gwillimbury Times
Kenora Daily Miner & News
Napanee Guide
Collingwood Enterprise Bulletin
Orangeville Banner
Le Carillon
Huntsville Forester
Goderich Signal Star
Le Voyageur

TV Commercials

TV campaign was 1900 GRPs (This is equal to about 64,422,000 impressions with our target market)

Launch - June 13 – July 24

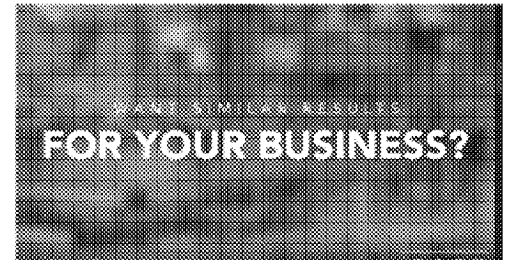
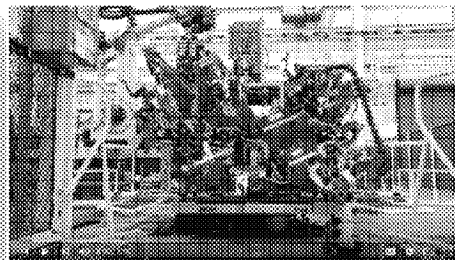
- Total GRPs = 700 (300 for :60s and 400 for :30s spots)

Fall runs - Sept 12– Oct 9, and Nov 7 – Dec 4

- Total GRPs = 1,200 (600 for Sept, 600 for Nov)

Content Marketing

- Digital advertising drove 124,000 visitors to powerwhatsnext.ca through the duration of the campaign
- Videos showcasing positive and fun side to Save on Energy are resonating with consumers based on high view-through rate
- Sponsored articles on Toronto Star and Metroland Media website providing third-party credibility and educational awareness to both residential and business audiences
 - Drove close to 30,000 article views
- Business advertising promoting suite of new case studies, sector reports and news stories through various online channels



Research Summary: Campaign Effectiveness

- Campaign has shifted perceptions among those aware of Save on Energy to be more likely to see the brand as **trustworthy** and programs more likely to help **manage costs**, increase home **comfort** and help **communities**
- Traffic to saveonenergy.ca and powerwhatsnext.ca websites increased over the first four weeks of campaign and engaged visitors for longer
- In addition to prompting people to make wise choices for their homes the campaign is encouraging Ontarians to talk about it which **raises the public profile of energy efficiency**
- The campaign is successfully improving people's views of energy efficiency and is building an emotional connection with the Save on Energy brand and provincial conservation efforts

Save on Energy Brand Image Remains Positive

January 2017 Results: Asked of those aware of Save on Energy
Save on Energy...

	Total 'Agree'	'Strongly Agree'
Is trustworthy	90%	32%
Encourages people to make energy efficient choices for their homes	83%	33%
Helps increase the energy efficiency of my home	73%	27%
Helps me save on my energy bills	70%	27%
Encourages Ontarians to talk about energy efficiency	68%	22%
Benefits my community	68%	21%
Increases the comfort and value of my home	58%	18%
Makes me feel better	58%	16%
Helps people and businesses in Ontario be more successful	54%	19%

Based on your understanding of Save on Energy, please rate how strongly you agree or disagree with the following statements.

People Becoming More Confident of What Save on Energy Symbolizes



January 2017 Results: Asked of those aware of Save on Energy

Save on Energy...

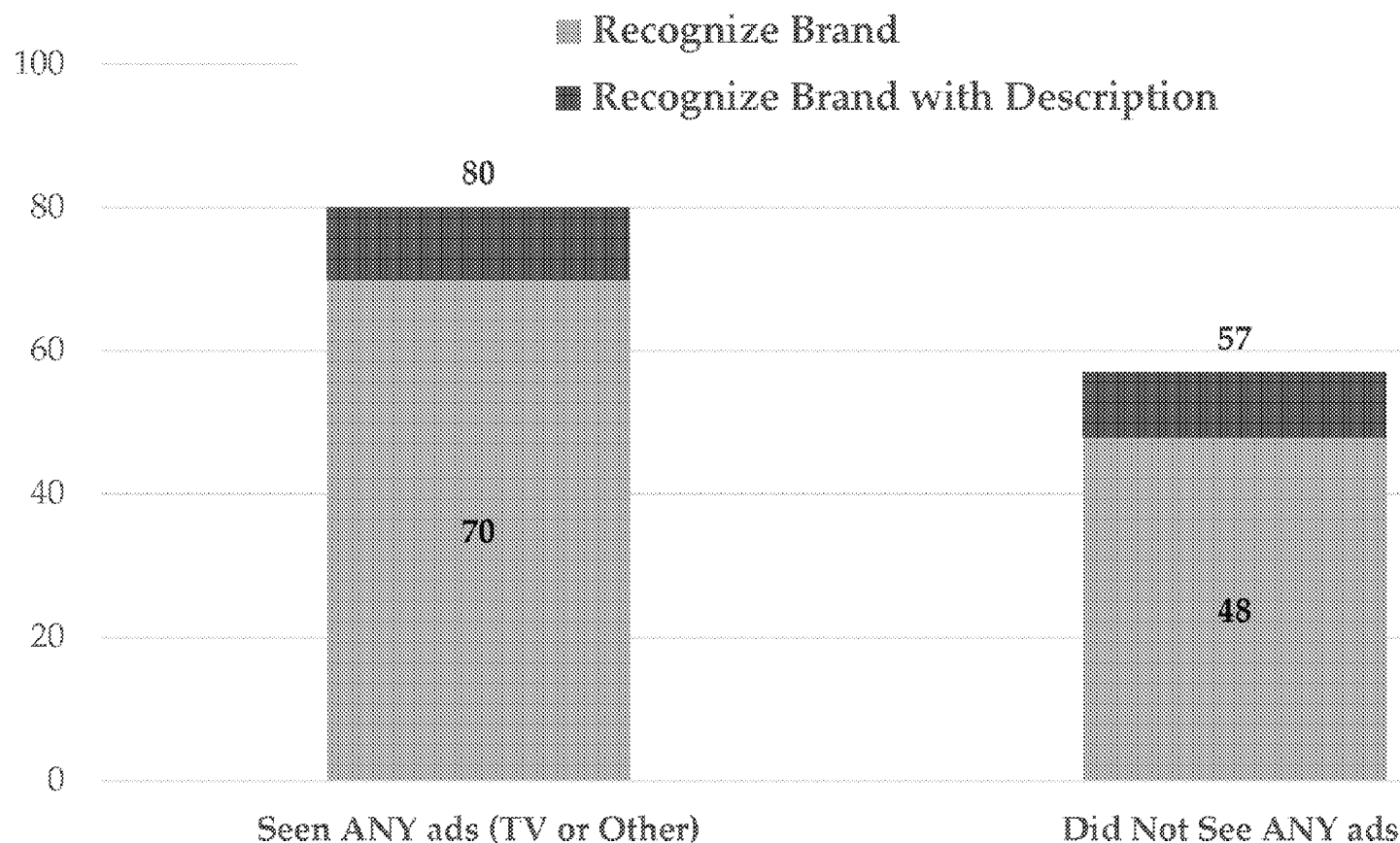
	Change in total agreement since campaign began	Change in strong agreement since campaign began
Is trustworthy	+23	+8
Encourages people to make energy efficient choices for their homes	+22	+12
Helps increase the energy efficiency of my home	+10	+6
Helps me save on my energy bills	+13	+4
Encourages Ontarians to talk about energy efficiency	+19	+4
Benefits my community	+14	+2
Increases the comfort and value of my home	+18	+3
Makes me feel better	+15	+1
Helps people and businesses in Ontario be more successful	+15	+1

Based on your understanding of Save on Energy, please rate how strongly you agree or disagree with the following statements.



Strong Association Between Campaign Recall and Brand Awareness

January 2017 Results



- Brand: Have you ever heard of Save on Energy?
- Brand w/description: Save on Energy (show logo) provides Ontarians with a wide variety of incentive programs and tips to help manage electricity use in the home, save money and help the environment.
- Having read this description, is this what you believed the program to be?

Asked all participants
(n=574)

AD RECALL

Coupon Event

Province-wide promotion of the Fall coupon event through radio, digital and social media ads from September 30 – October 30

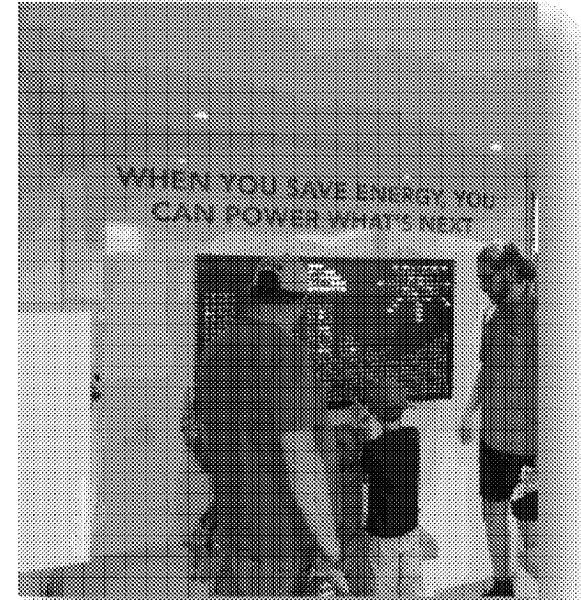
- Radio ads focused on energy-saving ideas around the home
 - French and English
 - 61 markets across the province
- BuzzFeed posts:
 - Two posts resulted in 60,000 views
- Streeter video specifically promoting coupons
- News release



Community Engagement

Save on Energy booth at community events across Ontario, engaging with residents on a one-on-one basis:

- More than 212,000 impressions with 44,000 direct interactions with staff
- Opportunity to talk about core issues and to provide direct support to consumers
 - Time-of-use rates and periods
 - Components of electricity bill
 - Educating consumers on the value of conservation
 - Save on Energy programs



Municipal Council Meetings

- The IESO included an offer to meet with municipalities in the letter sent with its 2015 annual report
- The IESO has met with:
 - Saugeen Shores (August 22)
 - Township of Zorra (September 20)
 - Township of Wellington North (September 26)
 - Township of Dubreuilville (September 27)
- Upcoming meetings include:
 - Ear Falls (October 5)
 - City of Cornwall (October 11)
 - Town of Minden (October 13)
 - City of Oshawa (October 17)
 - North Grenville (October 24)
 - Municipality of Greenstone (October 24)

2017 Original Advertising Calendar



2017 Blocking Charts - as of Oct 26th

UNIVERSAL BRAND				2017											
Tactic	Rationale	Investment	Allocation	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Brand		\$ 3,260,000	100%												
Television	Maintain strong, mass awareness with the target through :30s brand sell spots	\$ 2,310,000	71%		400			300				600		500	
Cinema	Break through with physically dominant :30s brand sell message against a captive audience	\$ 550,000	17%												
Impact	Additional influencer programs & content sponsorships	\$ 400,000	12%												
Total Universal Brand		\$ 3,260,000	100%												

RESIDENTIAL				2017											
Tactic	Rationale	Investment	Allocation	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Residential Brand		\$ 1,680,000	60%												
Corus - TV Influencer Integration	Utilize celebrity home renovator, Brian Baemler, to promote brand message in his own words	\$ 500,000	18%												
Online Video	Extend the reach of the video message	\$ 460,000	16%												
Digital Display	Efficiently target key online environments	\$ 460,000	16%												
Postmedia Content Sponsorship	Distribute owned content through trusted and credible media sources	\$ 50,000	2%												
Search	Be present to direct in-market consumers	\$ 210,000	7%												
Residential Retail		\$ 1,140,000	40%												
Radio	Quickly and efficiently build market awareness	\$ 600,000	21%												
Digital Display	Efficiently target key environments	\$ 160,000	6%												
Always-on Display	Pinpoint moments of heightened receptivity as they occur	\$ 200,000	7%												
Search	Be present to direct in-market consumers	\$ 180,000	6%												
Total Residential		\$ 2,820,000	100%												

B2B				2017											
Tactic	Rationale	Investment	Allocation	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
B2B Brand		\$ 650,000	56%												
CBC - TV Influencer Integration	Utilize celebrity businessmen, Jim Treiving & Marc Anthony, to promote brand message in their own voice	\$ 200,000	17%												
DOOH Elevator Screens	Target priority business locations with high frequency messaging to promote awareness	\$ 50,000	4%												
Digital Display	Efficiently target key business environments online	\$ 150,000	13%												
Native	Amplify owned content within key industries and drive traffic to site	\$ 150,000	13%												
Search	Be present to direct in-market consumers	\$ 100,000	9%												
B2B Retail		\$ 520,000	44%												
Magazine	Target key verticals and general business publications to convey a complex message	\$ 200,000	17%												
Always-on Display	Maintain consistent awareness across priority B2B sector sites	\$ 200,000	17%												
Search	Be present to direct in-market consumers	\$ 120,000	10%												
Total B2B		\$ 1,170,000	100%												
TOTAL 2017 MEDIA		\$ 7,250,000													
BUDGET		\$ 7,250,000													



2017 Media Plan Update

- Removed TV advertising for Q1 and Q2 2017
- 2017 spending and impressions will proceed as planned, timing and delivery channels may change based on the following two options
- Proposing to reallocate spending to fall 2017 for TV
 - or
- redistribute 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 will be produced
- Business targeted sponsored News Talk Radio formats, including brand sell, content and sponsorship opportunities (see next page)

2017 Revised Advertising Calendar

			Original Plan New addition to plan / heavy up No change to original plan											
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
B2C														
Tactic	Objective	Rationale	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
B2C Brand														
Corus - Broadcast Influencer Integration	Educate	Utilize celebrity home renovator, Brian Baermer, to promote brand message												
Corus Amplification	Engage													
Broadcast Influencer Integrations (including amplification budget)	Educate	Additional influencer programs (Bryan Baermer or similar, details TBD)												
Digital COH	Engage	Target commercial locations with high frequency messaging to promote awareness												
Online Video (may include brand consumer videos)	Engage	Use sight and sound to create an emotional connection with the online residential audience												
Digital Display	Engage	Efficiently target key online environments												
Newspaper Content Sponsorships	Educate	Distribute owned content through trusted and credible media sources online												
Social	Engage	Inspire and educate across various social platforms using owned content												
Search	Engage	Be present to direct in-market consumers												
B2C Retail														
Radio (Coupons)	Engage	Quickly and efficiently build market awareness												
Digital Display (Coupons)	Engage	Efficiently target key environments												
Search	Engage	Be present to direct in-market consumers												
B2B														
Tactic	Objective	Rationale	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
B2B Brand														
Radio - AM/Drive Time Business Formats + Custom Content	Engage	Drive mass awareness with B2B audience across business/news stations via content sponsorship and brand sell												
CBC - Broadcast Influencer Integration	Educate	Utilize celebrity businessmen, Jim Treiving, to promote brand message												
CBC Social Amplification	Engage													
Broadcast Influencer Integration (including amplification budget)	Educate	Additional influencer programs (Jim Treiving or similar, details TBD)												
DOOH Elevator Screens	Engage	Target priority business locations with high frequency messaging to promote awareness												
Online Video (includes Stephen Dixon video series)	Engage	Use sight and sound to create a connection with the online business audience												
Digital Display	Engage	Efficiently target key business environments online												
Native	Educate	Amplify owned content within key industries and drive traffic to site												
Social	Engage	Inspire and educate across various social platforms using owned content												
Magazine (General Business)	Engage													
Search	Engage	Be present to direct in-market consumers												
B2B Retail														
Online Video (Case Studies)	Engage													
Magazine (Trade)	Engage	Target key verticals and general business publications to convey a complex message												
Always On Display	Engage													
Search	Engage	Be present to direct in-market consumers												

Radio Stations by Market

Market	Station	Format	Rank
Toronto	680 News	All News	4
Toronto	NEWSTALK 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

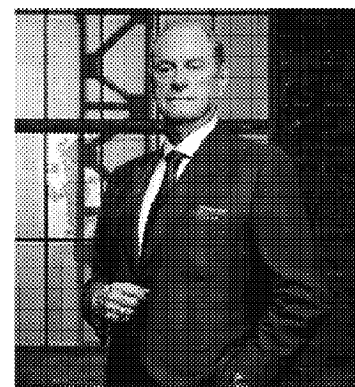
2017 Marketing Activities To Date

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 Baumlner Integration (TV)																																					
Bryan Baumlner Integration (Radio)														Coupon				LED / Smart Thermostat				Utility Room / Audit / Energy Star															
Bryan Baumlner 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 Promotiom													YouTube, LinkedIn, Associations																								
Stephen Dixon Series Video Promotion													PR, digital, social, events																								

Influencer Strategy for Home and Business

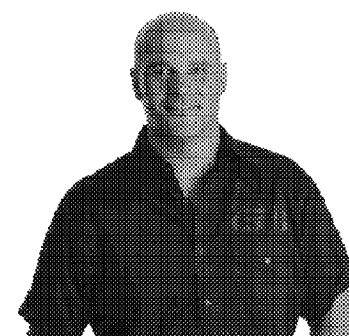
Jim Treliving, owner of Boston Pizza and Mr. Lube, advocating the benefits of energy efficiency

- 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



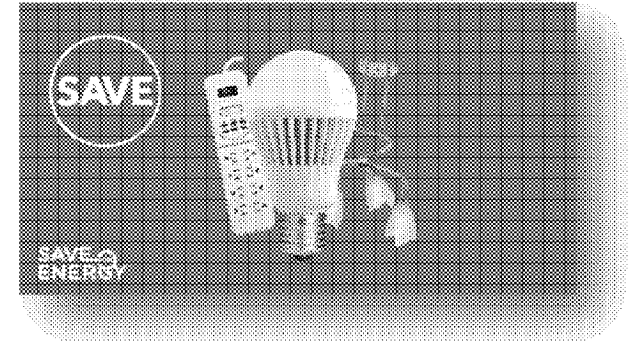
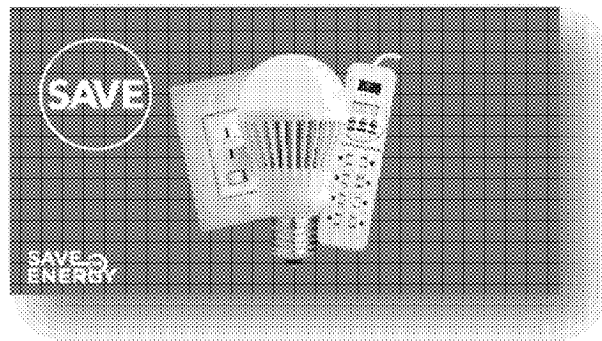
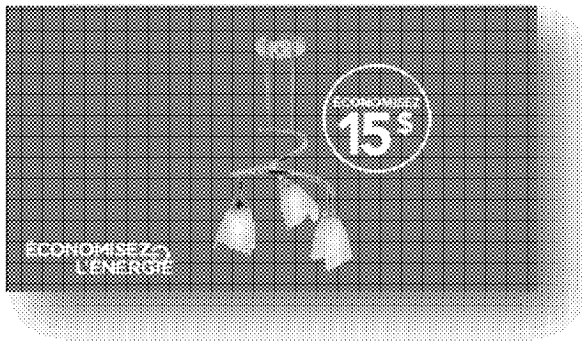
Integration across two Bryan Baeumler home improvement programs about how energy efficiency adds value to your home

- 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

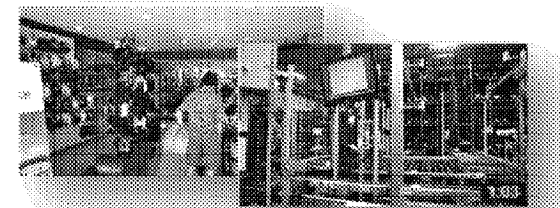
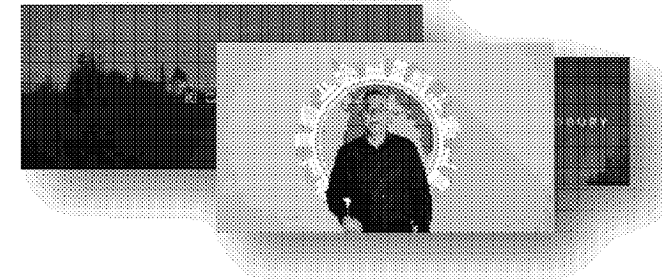
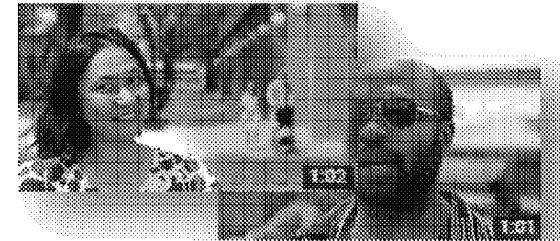
- Educational video series geared towards small and medium businesses on lightbulbs, lighting technologies and energy management practices

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

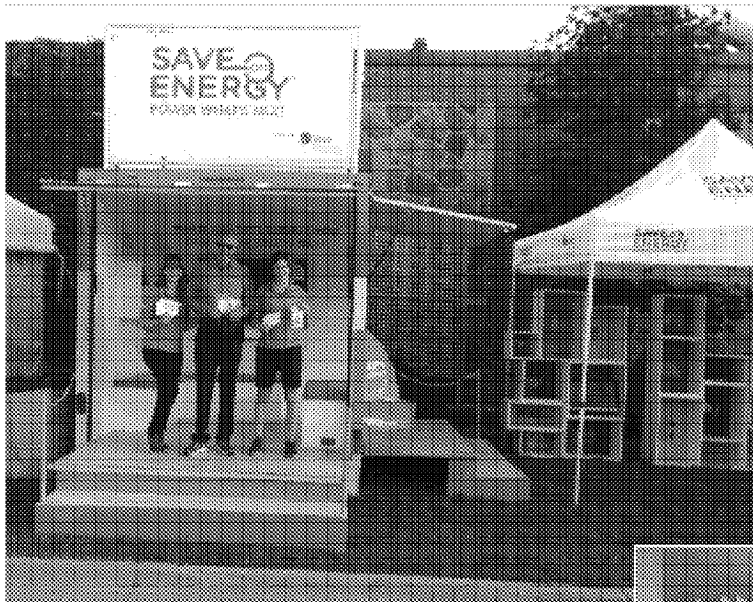
Case studies

- 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

Kempfest (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)

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