



Ontario Energy Board Commission de l'énergie de l'Ontario



OESP – ELIGIBILITY CHANGES
2017 Media and Community Outreach

April 10, 2017

Reaching Consumers – *Targeted Awareness Campaign*

Objectives

- Increase awareness of the OESP program and the new on-bill credits and eligibility criteria
- Increase the number of applications submitted
- Reinforce OESP as part of OEB's mandate to protect all consumers interests

Target audiences

- Low income households:
 - Seniors
 - New Canadians
 - First Nations populations
 - Working poor
 - Those who know or work with the above, e.g. caregivers, friends and family members as well as professional/non-professional influencers of these groups.

Strategy

- *Launch:* High impact campaign to launch, using paid, earned, shared and owned media, with particular emphasis on reaching the target audiences where they live and work
- *Sustaining:* Build on the impact at launch to go deeper into the target audience communities and communications channels, including reaching the influencer audiences



Reaching Consumers – *Targeted Awareness Campaign*

Timing

- Launch: End of April to Early July
- Sustaining: July to December

Tactics

- *Paid*: Newspaper, digital (online ads, search engine marketing), radio, transit (buses)/out of home (transit shelters) and TV (closed captioning, screen sponsorship)
- *Earned*: News release to launch, media outreach with targeted media, print, broadcast, long-lead to support reaching target audiences including multi-language.
- *Owned*: Utility-mailed buckslips (May 1st), collateral distribution to agencies, MCSS regional offices; website updates, social media push.
- *Grassroots*: Community events, job fairs, disability access fairs, OEB community engagement events, seniors events; digital screens in Tim Hortons, doctors' offices, pharmacies

Key Message Track

Headline: **More help for more Ontarians**

Message: The Ontario Energy Support Program is now available to more Ontarians and on-bill credits have been increased by up to 50%.

