

Rosemarie Leclair

From: Rosemarie Leclair
Sent: April 21, 2017 2:28 PM
To: John Bozzo
Subject: Re: OESP ...

Thanks. That was on my list too. Get the buy bought before the leg comes in otherwise we may have to get ministry approval

Sent from my iPhone

On Apr 21, 2017, at 1:49 PM, John Bozzo <John.Bozzo@oeb.ca> wrote:

One thing I didn't get to in my 1-1 today is OESP.

We are planning to issue a release to announce the new eligibility criteria and credits. It is currently working its way through Brian and Donna. We are hoping to release it on Tuesday.

I will send you a copy for your review on Monday.

As well we have finalized the media buying plan based on the budget allocated to this program of \$1.5 M. We are sticking to the same tactics we used before – print ads to launch; followed by radio, digital ads; TSAs and all of this is supported by earned media and communications through LDCs and agency partners.

Just an FYI that this is time sensitive to be ready for May 1st.

Thanks. John