

Rosemarie Leclair

From: Rosemarie Leclair
Sent: April 28, 2017 2:17 PM
To: John Bozzo
Cc: Sarah Branco; Neil Brodie
Subject: Re: Two items for your review

All good

Sent from my iPhone

On Apr 28, 2017, at 11:54 AM, John Bozzo <John.Bozzo@oeb.ca> wrote:

We did a separate release on OESP Wednesday of the week. And we got some good hits

The reason for putting them together was to link it all to May 1st changes.

I will look at the wording as well. Thanks

Are you okay with the ad as well?

John

Sent from my iPhone

On Apr 28, 2017, at 11:48 AM, Rosemarie Leclair <Rosemarie.Leclair@oeb.ca> wrote:

Thanks John. Was this prepared by McGrath.. my only comment is there seems to be a lot in one release and I'm concerned the message around new OESP credits is list. Maybe a separate release for that? Just my ten cents.. I defer to experts but I think two hits may be good as well.

Also on disconnects, it sounds a bit like Martine lingo... " among other measures.. etc. But maybe there is no better way to say it.

Proceed as you think most appropriate

Sent from my iPhone

On Apr 28, 2017, at 10:50 AM, John Bozzo <John.Bozzo@oeb.ca> wrote:

Hi Rose,

I have attached two items for your review.

1) A news release highlighting the various changes effective May 1st (disconnection ban ends; OESP changes; and reminder of new lower

TOU rates. I discussed this with Brian after the retreat and the release has been reviewed and approved by him. I believe Brian is also sending a letter and/or webinar with LDCs as well.

2) An informational ad on OESP changes to start appearing in key dailies and commuter papers starting May 1st as per the media blocking chart you saw earlier this week with the PO authorization. I wanted to accomplish two things with this ad: highlight what is new or changing in the program and get something in market to coincide with the May 1st changes. In order to meet production deadlines we had to keep the add very simple and information rich vs. images. We tested this format of ad back in January and it tested very well. The remainder of the tactics (radio, digital, TSA, etc. will begin the week of May 14th). Again Donna and Brian have reviewed and approved the copy and it follows the information in the news release issued Wednesday.

We are also preparing a revised release on the Charter and rules review which I will have for you to review early next week for release the week of May 7th.

Let me know if you have concerns or edits.

Thanks

John

<OEB_May1Changes_NR_v3_April27_CLEAN_1230_BLH.CLEAN.DOCX>

<OEORBD17008_OESP_1-4PG_TorontoStar_E 4.pdf>