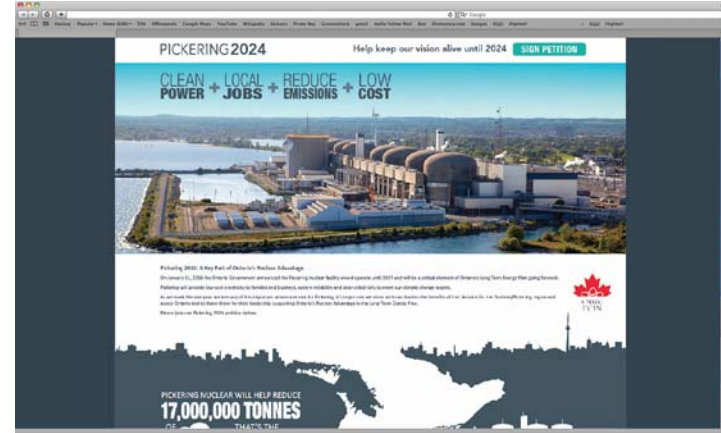




ontarionuclearadvantage.com



pickering2024.com

Integrated Advocacy Campaigns for Ontario's Nuclear Industry

Q1/2017 Overview & Results



Q1/2017 - Strategic Campaign Planning

Objectives

PICKERING 2024: Prevent potential political reversal of decision to continue operations of Pickering Nuclear facility until 2024

ONA: Broaden reach of messaging to increase awareness and education about the benefits of nuclear power across Ontario

Approach

Jan/Feb: Launch integrated advocacy campaign to create strong momentum for public support of Pickering Nuclear Continued Operations to 2024





- Ensure public voice is heard at Queen's Park through petition and direct engagement
- Use direct messaging on energy pricing and job protection with positive, supportive campaign

Mar: Shift focus to OntariosNuclearAdvantage.com microsite






- Use paid and earned social/digital campaign to drive Ontarians to microsite

Pickering 2024 & Ontario Nuclear Advantage

1 Audiences Who do we need to reach?

-  Pickering/Durham Community
Pickering2024
-  Golden Horseshoe Residents
Pickering2024
-  Queen's Park Politicos & Influencers
Pickering2024 & ONA
-  General Public in Ontario
Pickering2024 & ONA

2 Messages Why should they care?

-  **\$600 million** in savings on Ontario electricity costs
-  **8 million tonnes** in greenhouse emission reduction
-  Keeping **4,500 jobs** in Durham Region safe
-  Power supply for **1.5 million** Ontarians guaranteed
-  Nuclear power provides low-cost, clean power, contributes to the economy, and helps Ontario meet climate change goals

3 Channels How do we reach them?

- **Microsite & Social Channels**
- **Digital Banner Ads**
- **Paid Social Media**
- **Digital Pre-Roll**

4 Call to Action What do we want them to do?

Support Pickering 2024!

- Sign the Petition!
- Contact your MPP

Get the facts on nuclear power and energy pricing in Ontario

Pickering2024.com

- Send Petition to MPPs
- Share the petition with your friends and family

OntariosNuclearAdvantage.com

- Test your nuclear knowledge (trivia)
- Find out more about low cost, clean power, job creation and healthcare

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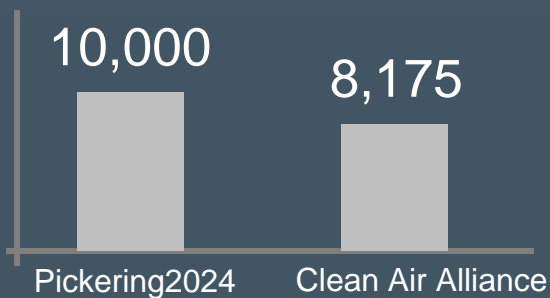
OntariosNuclearAdvantage.com

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Pickering 2024 - Campaign Highlights

10,000 Petitions Signed!

- From 0 to 10k in five weeks
- More signatures than *Clean Air Alliance* petition to close Pickering, which has been active for a year



Thousands of social and digital touchpoints

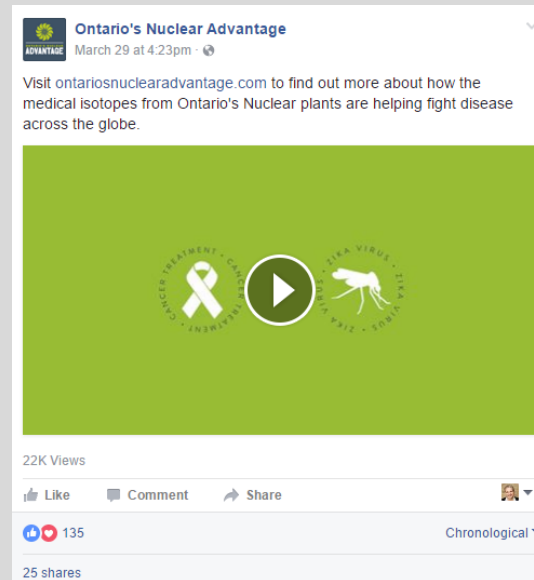
- 26,500 page views and 20,500 new/unique users of Pickering2024.com
- Targeted paid and organic social media engagement



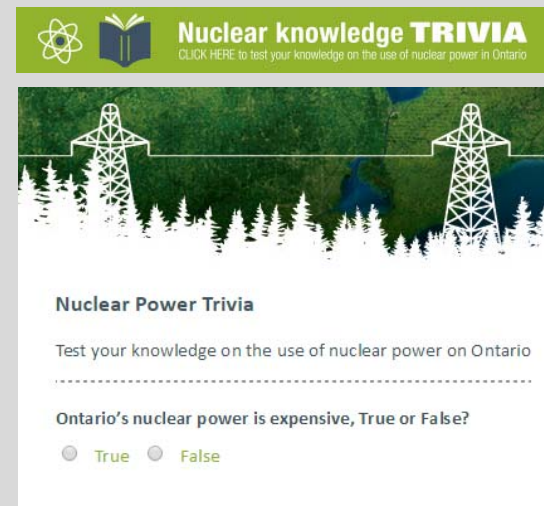
ONA – Campaign Highlights



Facebook promotion reached **36,000 people** an average of 7 times (Marketing Rule of 7!) to keep the issue top of mind.



Engagement and education through trivia quiz



YouTube pre-roll video advertising garnered more than **600,000 impressions** across Ontario!

Results: Pickering2024.com Microsite Reach

Top Cities and New Users

1. Pickering	5,263 (28.46%)
2. Toronto	4,007 (21.67%)
3. Saugeen Shores	1,506 (8.14%)
4. Oshawa	667 (3.61%)
5. Hamilton	423 (2.29%)
6. Whitby	396 (2.14%)
7. Ottawa	348 (1.88%)
8. Mississauga	329 (1.78%)
9. Montreal	285 (1.54%)
10. Ajax	260 (1.41%)

Q1/2017

Total Users and Page Views

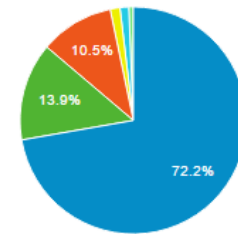
Users

21,603

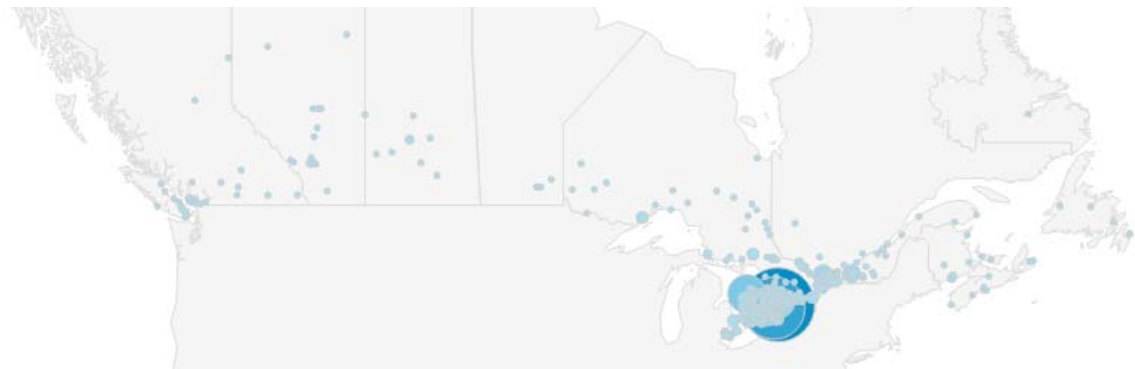
Pageviews

28,542

Top Channels



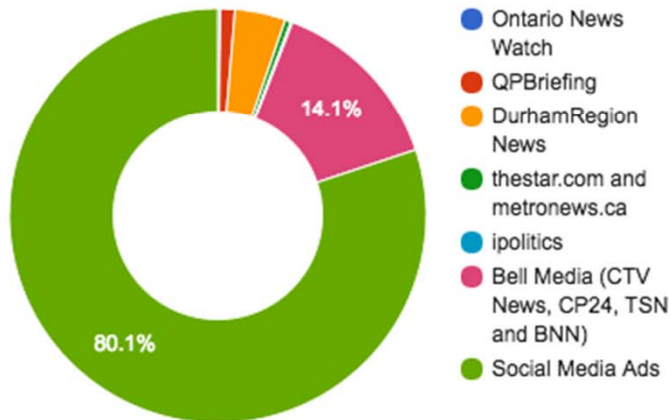
- Direct (incl. Paid Social)
- Social (organic)
- Referral
- Organic Search
- Paid Search
- Email



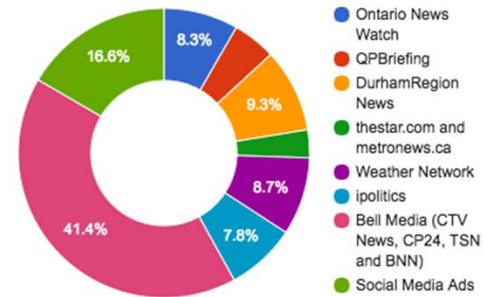
Social/Digital Ad Buys

Paid social media promotion has been the most effective and successful method to drive people to the Pickering 2024 petition site.

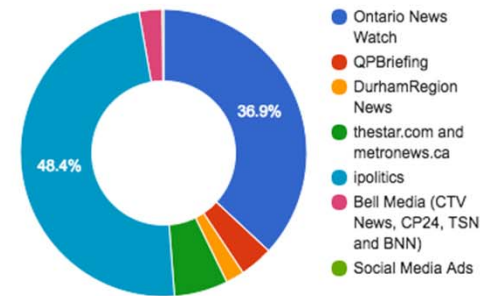
Traffic



Spend



Cost Per Click



ONA Reach – Top 10 Ontario Cities by Impressions

1	Toronto	146,436.00
2	Ottawa	40,526.00
3	Mississauga	35,653.00
4	Brampton	31,700.00
5	Hamilton	27,365.00
6	London	22,178.00
7	Windsor	15,640.00
8	Kitchener	15,001.00
9	Markham	14,610.00
10	Vaughan	14,068.00

ONTARIO'S NUCLEAR ADVANTAGE

Nuclear knowledge TRIVIA

BRUCE POWER: 4.9M HOMES
 OPG PICKERING: 2.4M HOMES
 OPG DARLINGTON: 2.7M HOMES

Ontario's Nuclear Advantage
 Providing low-cost power to families and businesses

Let the facts on nuclear power and energy speak for Ontario

Low cost nuclear power means 85% of Ontario's energy costs, 8% to the beneficiaries of the province's electricity system, and the rest goes to the rest of the world.

The cost of nuclear power generation in Ontario is significantly lower than the average residential price. It provides families and businesses with a financial benefit of electricity that would have otherwise been paid to other energy suppliers.

- Ontario's three nuclear facilities - Bruce Nuclear, OPG Pickering and OPG Darlington - create jobs and economic growth in communities across the province.
- Nuclear power helps Ontario make an climate change goal by keeping the air clean.

Western health care saved the world capitalism on Ontario's side as a leading leader of U.S. health.

CANADIAN NUCLEAR HELPS AVOID 50M TONS OF CO₂ PER YEAR

→ THAT'S THE EQUIVALENT OF REMOVING ←
10M OFF THE ROAD

GLOBALLY, BY DISPLACING THE USE OF COAL AND NATURAL GAS

NUCLEAR HELPS AVOID 2.5B TONS OF CO₂ PER YEAR

→ THAT'S THE EQUIVALENT OF REMOVING ←
520M OFF THE ROAD OR 1/2 OF ALL THE CO₂ IN THE WORLD

NUCLEAR IS ON PAR WITH WIND IN CO₂ EMISSIONS PER kWh

BETWEEN 2017 and 2064, CLEAN NUCLEAR FROM THE BRUCE NUCLEAR FACILITIES AND PICKERING FACILITIES WILL HELP ONTARIANS AVOID UP TO \$95B IN CARBON COSTS