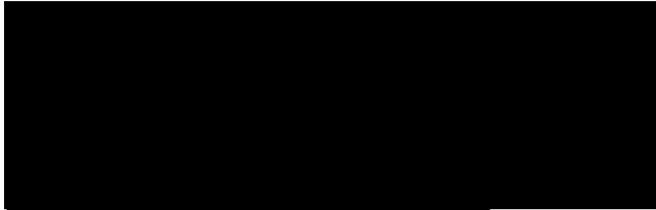


May 8, 2015



ATIPPA, 2015 s.40(1)

Attention:



ATIPPA, 2015 s.40(1)

Dear



ATIPPA, 2015 s.40(1)

Re: Your request for access to information under Part II of the *Access to Information and Protection of Privacy Act*
(File #: PB/133/2015)

On April 8, 2015, Nalcor Energy received your request for access to the following information:

I am requesting the amount of money spent on marketing and advertising in Budget Year 2013-14 and 2014-15. In addition, I am asking for a detailed breakdown of the amount of money spent on the We Are Ready campaign.

Your request for access to this information has been granted. The following information has been released in full and is attached:

- Nalcor Energy's Advertising and Marketing Costs 2013, 2014 & 2015 YTD. This includes Nalcor Energy; Churchill Falls (Labrador) Corporation; Newfoundland and Labrador Hydro; Nalcor Oil & Gas; Nalcor Bull Arm Fabrication; Lower Churchill Project; Nalcor Energy Marketing and the takeCharge Joint Utility Program; and
- Hydro's Winter Readiness Program Costs.

Nalcor Energy is Newfoundland and Labrador's energy company and is tasked with leading the development of this province's energy resources. Nalcor Energy and its subsidiaries conduct business in domestic, national and international markets and, as such, incur costs for marketing and advertising to stakeholders and target markets to raise awareness, promote its business and opportunities, and educate and inform electricity consumers in this province.

Advertising and marketing expenses generally support the following business areas: children's electricity education and safety; power line safety; water reservoir/dam safety; snowmobile

safety on power lines; oil and gas marketing and advertising to support the exploration strategy; business sponsorships (i.e. Board of Trade, NOIA, OTC, Expo Labrador); supporting photography; web site development; trademark costs; general brand/awareness advertising; and marketing strategy development costs. Advertising budgets are reviewed annually for all Nalcor Energy companies and, in 2013 and 2014, were less than half a percent of the overall operating budgets.

Also included were costs for Hydro's recent winter readiness education and awareness program, which was an important program following last January's supply outages. This program was focused on educating and informing electricity customers in this province on: energy conservation; power outage customer communication; power outage safety; utility service territory and contact information; updates on additional generation, particularly the new combustion turbine and capacity assistance agreements; and the new advanced notification protocol developed for supply shortfall situations.

If you have any further questions, please feel free to contact the undersigned by telephone at (709) 778-6671 or by e-mail at traceypennell@nalcorenergy.com.

Sincerely,

A handwritten signature in black ink that reads "Tracey Pennell". The signature is written in a cursive, flowing style.

Tracey L. Pennell
Access to Information Coordinator

Hydro Winter Readiness Program Costs

| | | |
|--|-----------|-------------------|
| Agency of Record (M5) Professional Fees | \$ | 122,630.72 |
| Advertising Campaign (4 months) Digital, On-line, Print, Theatres, TV, Radio | \$ | 171,200.57 |
| Development and Production of TV, Radio & Digital Video | \$ | 90,690.92 |
| Printing (approx. 230,000 direct mail pieces) | \$ | 19,673.44 |
| Postage(incl. shipping direct mail pieces to NL & delivery to households) | \$ | 25,470.31 |
| Market Research | \$ | 16,172.00 |
| Total | \$ | 445,837.96 |

Nalcor Energy Advertising and Marketing Costs 2013, 2014 & 2015 YTD*

| | |
|-------------|--------------|
| 2013 \$ | 1,134,101.99 |
| 2014 \$ | 1,361,950.98 |
| 2015 YTD \$ | 275,073.31 |

Includes: Nalcor Energy; Churchill Falls (Labrador) Corporation; Newfoundland and Labrador Hydro; Nalcor Oil & Gas; Nalcor Bull Arm Fabrication; Lower Churchill Project; Nalcor Energy Marketing * takeCharge Joint Utility Program