

**Promoting the introduction of area code 742 in
Southern Ontario !**

Final Report

November 2021

CATF - Final Report !

This progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 742 overlay project. The report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of new 742 area code in Southern Ontario.

Also included in this document are the reports submitted by individual carriers.

About the Telecommunications Alliance

Canada's major telecommunications service providers have joined forces to develop communications campaign informing the public about the introduction of new area codes in certain calling areas.

Communication Strategies

Since there were no changes in local dialing patterns, the main component of the communication campaign was to conduct a targeted PR campaign to ensure awareness of the new area code with local media, government, businesses and residents.

Target Audiences

- Consumers
- Businesses
- Media
- Government (municipal, provincial, federal)

Execution

June 2021

- Update of the TA web site: www.newareacodes.ca and www.indicatifsregionaux.ca
- Email notification to Government officials (federal, provincial); Municipalities and Chambers of Commerce
- Media relations
 - Issue of news release via Cision

October 2021

- Email notification to Municipalities and Chambers of Commerce
- Media relations
 - Issue of news release via Cision

Results

Adding a new area code in a region with multiple area codes already in operation is a concept ! familiar to media and the population in general.

Unsurprisingly, the interest from media was quite limited for this communications campaign.

MEDIA COVERAGE - JUNE 2021

Clippings

Type of media	Title of Media	Date of publication
Radio	https://www.iheartradio.ca/am800/news/new-area-code-coming-to-ontario-this-fall-1.15431754	June 16
Radio		
Web	https://www.newswire.ca/news-releases/new-area-code-742-in-southern-ontario-881017756.html	June 16
Web	https://stockhouse.com/news/press-releases/2021/06/16/new-area-code-742-in-southern-ontario	June 16
Web	https://ca.finance.yahoo.com/news/area-code-742-southern-ontario-120000187.html	June 16
Web	https://www.leleopard.com/communiqu-19859055.html	June 16
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-742-pour-la-region-sud-de-l-ontario-862960128.html	June 16
Web	https://globalnews.ca/news/7954380/southern-ontario-new-area-code-742/	June 16
Web	https://www.yahoo.com/lifestyle/area-code-742-southern-ontario-120000360.html	June 16
Web	https://toronto.ctvnews.ca/ontario-is-getting-a-new-area-code-this-fall-1.5472870	June 16
Web	https://www.blogto.com/tech/2021/06/toronto-will-be-getting-another-area-code-demand-new-phone-numbers-grows/	June 16
Web	https://dailyhive.com/toronto/southern-ontario-new-area-code	June 16
Web	https://flipboard.com/@globalnews/global-news-cu8h0oq4z/new-southern-ontario-area-code-742-coming-for-phone-numbers-in-october/a-s6Ni5CVETqqILMzmZzZ91A%3Aa%3A749442239-fbcc4328aa%2Fglobalnews.ca	June 16
Web	https://tellusdaily.com/2021/06/16/new-southern-ontario-space-code-742-coming-for-telephone-numbers-in-october/	June 16
	https://rvarticle.com/2021/06/16/new-code-742-for-southern-ontario-will-be-added-to-phone-numbers-in-october/	June 16
Web	https://www.insauga.com/new-area-code-being-introduced-in-parts-of-mississauga-brampton-and-southern-ontario	June 16
Web	https://eminetracanada.com/new-area-code-742-in-southern-ontario-appears-on-phone-numbers-in-october/197981/	June 16

Web	https://twitter.com/globalnewsto/status/1405187870663512065	June 16
Web	https://canada.shafaqna.com/EN/AL/1879351	June 16
Web	https://toronto.citynews.ca/2021/06/16/ontario-area-code-742/	June 17
Web	https://www.680news.com/2021/06/16/ontario-area-code-742/	June 17
Web	https://1045freshradio.ca/news/7954380/southern-ontario-new-area-code-742/	June 17
Web	https://www.iheartradio.ca/ctv-news-content/ontario-is-getting-a-new-area-code-this-fall-1.15431754	June 17
Web	https://cartt.ca/southern-ontario-getting-new-area-code/	June 17
Web	https://z1035.com/2021/06/16/ontario-is-getting-a-new-area-code-this-fall/	June 17
Web	https://newsaroundworld.org/tag/area-code/	June 17
Web	https://www.culturemagazin.com/new-southern-ontario-area-code-742-coming-for-phone-numbers-in-october/	June 17
Web	https://bgdsearches.com/breaking-news-today-ontario-to-get-new-742-area-code-starting-in-the-fall-citynews-toronto/	June 17
Web		
Web	https://finance.yahoo.com/news/area-code-742-southern-ontario-120000360.html	June 17
Web	https://yyztimes.ca/index.php/2021/06/16/ontario-to-get-new-742-area-code-starting-in-the-fall/	June 17
Web	https://newsaroundworld.org/tag/new-area-code/	June 17
Web	https://mobilesyrup.com/2021/06/16/new-phone-number-area-code-launching-in-southern-ontario/	June 17
Web	https://943cksy.com/uncategorized/2021/06/june-17-2021/	June 17
Web	https://asiantribune.ca/tag/southern/	June 17

Interviews !

Type of media	Title of Media	Date of Interview
Radio	CBC Radio	June 17

MEDIA COVERAGE - OCTOBER 2021

Type of media	Title of Media	Date of publication
Radio	Lite 88,5 FM	October 14
Radio	102,1 The edge	October 14

Web	https://www.newswire.ca/news-releases/introduction-of-the-new-742-area-code-in-southern-ontario-809035698.html	October 14
Web	https://finance.yahoo.com/news/introduction-742-area-code-southern-120000773.html	October 14
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-742-pour-la-region-sud-de-l-ontario-833273310.html	October 14
Web	https://dailyhive.com/toronto/southern-ontario-new-area-code-742	October 14
Web	https://www.canadianmanufacturing.com/operations/introduction-of-the-new-742-area-code-in-southern-ontario-274220/	October 14
Web	https://muskoka411.com/ontario-is-getting-a-new-742-area-code/	October 14

**Telecommunications Alliance !
Timeline of Communication activities !**

Timeline	Tactics	Target
June 11, 2021	TA web site update	Business and consumer markets
June 16, 2021	News release	Media
June 16, 2021	Information note	Government elected officials
JUNE 16, 2021	Information note	Municipalities and Chambers of Commerce
OCTOBER14, 2021	News release	Media
OCTOBER14, 2021	Information note	Municipalities and Chambers of Commerce

**PROGRESS REPORT !
INDIVIDUAL CARRIERS !**



Date	Tactics	Target
June 2021	Information on Bell.ca and BCE.ca new area codes page	All customers
June 2021	Internal Bulletin	Business and consumer frontline reps
September 2021	Bill message	Residential customers in southern Ontario
September 2021	Letter	Business customers in southern Ontario



Dates	Tactics	Target	Status
December 2020	Information available on telus.com website	All Ontario customers	Complete
December 2020, April 2021, June 2021 (to support TA media release), September 2021	Internal messaging	Front line agents (Business and Consumer)	Complete
April 2021 and September 2021	Bill message	All Ontario Business and Consumer customers	Complete



Date	Tactics	Target
August 17-September 16	Postpaid: Bill message to all customers in the relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatrcustomers (consumer and business)
September 21-24	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatrcustomers (consumer and business)
August-October	Notify frontline customer care agents responding to customer inquiries about the new area code in anticipation of questions from customers.	Rogers, Fido and Chatrcustomer care agents (consumer and business)



Date	Description
August 2021	Bill Message



Date	Tactics	Target
April 15th 2021	New Code announcement on website, www.ixica.com	Public / General COMPLETED
April 25th 2021 and September 1st 2021	Email message to all current customers	Business, Wholesale and Residential COMPLETED AND ONGOING
May 15th 2021	Customer self-serve portal as important message	Business and Wholesale COMPLETED
July 16th 2021	New NPA 742 testing begins	COMPLETED
September and October 2021	Staff and Customer service workers updates by email	General staff COMPLETED
November 16th 2021	New NPA tested and in service	COMPLETED



Date	Tactics	Target
October 13, 2021	Message posted on customer Self-serve Portal	Business & Residential
October 13, 2021	SMS to customers in impacted area	Impacted Customers
October 13, 2021	Email Communication to	Impacted customer – not receiving SMS
October 13, 2021	Informational staff email	Frontline teams – All staff
October 13, 2021	Social Media Post	Public



Date	Tactics	Target
June 2021	Area code pages on brand websites updated	Customers
November 2021	messages stated on invoices along with links to website area code pages	Customers
November 2021	Social media posts	Customers



Date	Tactics	Target
Nov 10 th , 2021	Internal notification	Sales agents, customer care and support
November 2021	Website news	All customers
December 2021	Bill inserts	All customers



Date	Tactics	Target
Dec-21	Internal communications	Frontline, Customer Service, Technical Support, Marketing
Dec-21	Digital Marketing Update	All customers
Jan-22	Customer Notifications	Residential & Business Customers
Jan-22	Internal Communications (Reminder)	Frontline, Customer Service, Technical Support, Marketing
Feb-22	Customer Notifications (Reminder)	Residential & Business Customers