
From: Vasie Papadopoulos
Sent: 3/2/2012 3:14:48 PM
To: Brent McIntosh
CC: Steve Zucker
Subject: RE: Metrolinx - Strategic Marketing Overview
Flag: 11.0

Brent,

Thank you for this. I will touch base with you to get more information on the second quarter marketing campaign. We should include in the overall plan.

Vasie

From: Brent McIntosh
Sent: Thursday, February 23, 2012 1:59 PM
To: Vasie Papadopoulos
Cc: Steve Zucker
Subject: FW: Metrolinx - Strategic Marketing Overview
Importance: High

Hi Vasie,

In addition to what you have indicated in the PRESTO portion of the Strategic Business Environment Overview, please amend to include:

PRESTO

- PRESTO will see the launch of its system at OC Transpo in Ottawa.
- The launch of its PRESTO Next Generation Platform with next generation smart card, open and mobile payments and customer website
- Will see massive uptake in card usage as GO customers switch to PRESTO as part of GO Transit's fare decommissioning.

In addition, some planned marketing initiatives:

- Second quarter GTHA card uptake marketing plan (this would fall under a large scale campaign)
- Second quarter introduction of PRESTO mobile application
- Fourth quarter card uptake marketing plan (this would fall under a large scale campaign)

Ottawa is not considered a large scale campaign. They have paid for their creative and their campaign and we are providing 15k free cards for distribution and some additional marketing considerations (bus wraps). I will be your contact for the Ottawa rollout.

Thanks, (input from Steve, Ryan and myself)

Brent

From: Vasie Papadopoulos

Sent: Friday, February 17, 2012 12:17 PM

To: Steve Zucker; Kathy Haley; Gary McNeil; Mary Proc; Leslie Woo; Jack Collins; Judy Knight; Bruce McCuaig

Cc: Kim Hopps; Angela Mastrangelo; Dina Graser

Subject: Metrolinx - Strategic Marketing Overview

Please find attached the Metrolinx Strategic Marketing Overview document for 2012. The purpose of this document is to highlight the major strategic marketing and communication campaigns and initiatives being undertaken by the Strategic Communications department in 2012 in support of the goals identified in the Metrolinx Five-Year Strategic Plan (2011-2016).

Can you or one of your staff please review the document to ensure that all *major initiatives* for Metrolinx and your operating divisions are reflected within this strategic plan. Your input would be appreciated by next **Friday, February 24th, 2012**.

As inclusive of the document tries to be, there are missing elements that I am hoping to work with your business units to ensure full support from the group, so that it can be reflected within this document:

- The Eglinton-Scarborough Crosstown - Jack, this wasn't included considering the unknown direction of the project. Communications and Marketing support (as well as Community Relations work) will continue day-to-day, but any major campaigns or initiatives will be held until the project scope is settled (as best as possible)
- The overall Presto launch for Ottawa and Presto 2.0 card - Steve, who in your team is best to work with us to flesh what support is required for these initiatives and if these initiatives fall under the criteria of how we define a large-scale campaign in the document
- The 15-minute fare guarantee - Mary, again we will continue to support all communication and marketing efforts as this is initiative is formed and developed internally by your group, and we have it as a placeholder once a direction is decided for its implementation

Over time, the intent of this plan is to also work with your areas to better identify KPIs for each respective initiatives to ensure we are tracking the success and traction of each campaign.

I look forward to your input.

Many thanks,
Vasie