
From: Jessica Kosmack [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=JESSICA.KOSMACK]
Sent: 3/30/2012 6:54:57 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
CC: Vasie Papadopoulos [Vasie.Papadopoulos@metrolinx.com]
Subject: Niagara Falls plan 2012
Attachments: CommPlan_ServiceChanges_Niagara2012.doc; Copy of 2012 Niagara Updated March 28_12.xls; GO Transit Niagara OT_9x10.875 Ad.pdf

Hi Judy,

Attached is the Niagara Falls communications plan and media buy plan, as well as draft creative. As you know, this has been on the rollout for some time, however we have more of the details around the broader plan.

The creative is virtually the same to what we used last year (which was approved by MTO last year) -- last year we didn't get approval to communicate until quite late, and so didn't get full use out of this creative.

We have shared the proposed budget (\$150,000) with MTO as an overall number, but not the details -- those are included here -- we only just got them. You'll see that the value actually comes in less than the budgeted amount and focus is very targeted to pieces/publications that serve the Niagara audience. No TV, no radio.

The timelines for media buys are extremely tight, as you know. We have one piece that needed confirmation today (Ontario Summer Getaways Magazine 500,000 distribution + digital tablet edition), and other deadlines will be coming up in the next few weeks. We have agreed to the one publication with today's deadline as this is a prime audience/target for us, but other pieces have slightly longer lead times. We will need to sign off on the media plan next week to ensure we can get the plan as proposed.

We'd like to get a sense from you what next steps are with regard to approvals and signoff for broader media plan & communications. Nancy Pogue and Stephanie Trendocher are leading this within the Comms/Mktg team and can walk you through it, if you like.

Thanks Judy,
Jessica

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