
From: Jessica Kosmack
Sent: 4/10/2012 12:30:28 PM
To: Vasie Papadopoulos
Subject: FW: Niagara Falls plan 2012

FYI --

From: Jessica Kosmack
Sent: Tuesday, April 10, 2012 8:29 AM
To: Vanessa Thomas; Malon Edwards
Subject: FW: Niagara Falls plan 2012
Vanessa/Malon --

Re: Niagara Falls launch 2012 --

We will issue this news release via CNW, as we normally would -- can you let me know what additional media outreach we would do for NF service this year?

- targeted lists on CNW
- one-on-one outreach to NF media outlets
- other?

See Judy's email two below...if you can let me know (even a rough idea) today, that would be great.

Thanks,
Jessica

From: Vasie Papadopoulos
Sent: Tuesday, April 10, 2012 8:14 AM
To: Jessica Kosmack
Subject: Fw: Niagara Falls plan 2012
Do we have this yet?

From: Judy Pfeifer
Sent: Monday, April 09, 2012 09:58 PM
To: Vasie Papadopoulos
Subject: RE: Niagara Falls plan 2012

One final question - how do you plan to promote this via new releases? Is your target audience the GTA? Toronto? Whats the media strategy?

From: Vasie Papadopoulos
Sent: Monday, April 09, 2012 8:35 PM
To: Judy Pfeifer
Subject: Fw: Niagara Falls plan 2012
Judy,

As discussed - a reminder to see if we can proceed.

Thanks,
Vasie

From: Jessica Kosmack
Sent: Friday, March 30, 2012 02:54 PM
To: Judy Pfeifer
Cc: Vasie Papadopoulos
Subject: Niagara Falls plan 2012

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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