
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 4/10/2012 7:09:00 PM
To: Vasie [Papadopoulos]
Subject: RE: Niagara Falls plan 2012

What do we lose moving it from \$250 to 150?

What was the evaluation results from the media buy?

How did the buy change?

From: Vasie Papadopoulos
Sent: Tuesday, April 10, 2012 3:03 PM
To: Judy Pfeifer
Subject: RE: Niagara Falls plan 2012

Judy,

We did do an evaluation and our budget ask from last year was 250,000 and this year we cut it down to 125,000. And we were strategic in terms of publications we've targeted to capture our target audiences. Zenith - our media buy group had looked at a plan for 250,000 for this year, and we ensured it was half of that.

As for the Facebook ads, it would be the only digital ads we would run and the rationale is that it targets our 18-25 demographic (who would use the service leisurely, including cyclists) and we can track our metrics on it as well (as opposed to other mediums).

Vasie

From: Judy Pfeifer
Sent: Tuesday, April 10, 2012 1:32 PM
To: Vasie Papadopoulos
Subject: FW: Niagara Falls plan 2012
Please respond to me.

From: Clancy, Mark (MTO) [mailto:Mark.Clancy@ontario.ca]
Sent: Tuesday, April 10, 2012 1:31 PM
To: Judy Pfeifer; Petrean, Sarah (MOI-MTO)
Cc: Bates, Kimberley (MTO)
Subject: RE: Niagara Falls plan 2012

Just wondering if there was any evaluation from last year's media buy? Is the complete media for this year necessary? I wonder about the necessity of \$25K for Facebook ads.

Mark Clancy

Ministry of Transportation, Ontario
Manager, Strategic Communications
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From: Judy Pfeifer [<mailto:Judy.Pfeifer@metrolinx.com>]
Sent: April 10, 2012 10:50 AM
To: Petrean, Sarah (MOI-MTO); Clancy, Mark (MTO)
Cc: Bates, Kimberley (MTO)
Subject: RE: Niagara Falls plan 2012

Let me find out.

From: Petrean, Sarah (MOI-MTO) [<mailto:Sarah.Petrean@ontario.ca>]
Sent: Tuesday, April 10, 2012 10:50 AM
To: Judy Pfeifer; Clancy, Mark (MTO)
Cc: Bates, Kimberley (MTO)
Subject: RE: Niagara Falls plan 2012

Me too, I'm fine with it.

What needs to occur to make the bus to St Catharine's "final"?

Sarah Petrean
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Office of the Hon. Bob Chiarelli, Minister of Infrastructure & Transportation
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From: Judy Pfeifer [<mailto:Judy.Pfeifer@metrolinx.com>]
Sent: April-10-12 9:01 AM
To: Petrean, Sarah (MOI-MTO); Clancy, Mark (MTO)
Cc: Bates, Kimberley (MTO)
Subject: FW: Niagara Falls plan 2012

I believe this is fine to go.

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

Jessica Kosmack
Manager - Strategic Communications
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