
From: Stephanie.Trendocher@metrolinx.com [Stephanie.Trendocher@metrolinx.com]
on behalf of Stephanie.Trendocher@metrolinx.com
Sent: 4/10/2012 7:06:48 PM
To: Vasie Papadopoulos
Subject: RE: Niagara Falls plan 2012

Hi Vasie,

Yes, we did an evaluation. The survey results were provided to Zenith prior to making the media recommendation. Originally \$250,000 was allotted for the Niagara budget. I reduced this to 150,000 to save us marketing dollars. Last year the total spend was \$326,000. Additionally, the spend last year on Facebook ads was \$30,000, so we have reduced this as well.

From: Vasie Papadopoulos
Sent: Tuesday, April 10, 2012 2:57 PM
To: Stephanie Trendocher
Subject: FW: Niagara Falls plan 2012
FYI - We did an evaluation, no?

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; Petrevan, 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
416.327.6795
mark.clancy@ontario.ca

From: Judy Pfeifer [mailto:Judy.Pfeifer@metrolinx.com]
Sent: April 10, 2012 10:50 AM
To: Petrevan, Sarah (MOI-MTO); Clancy, Mark (MTO)
Cc: Bates, Kimberley (MTO)
Subject: RE: Niagara Falls plan 2012

Let me find out.

From: Petrevan, Sarah (MOI-MTO) [<mailto:Sarah.Petrevan@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 Petrevan
Director of Communications
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: Petrevan, 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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