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**From:** Vasie Papadopoulos  
**Sent:** 4/13/2012 2:27:20 PM  
**To:** Jessica Kosmack; Stephanie Trendocher; Nancy Pogue  
**Subject:** FW: Presto Video - Due North  
**Flag:** 11.0

FYI

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**From:** Vasie Papadopoulos  
**Sent:** Friday, April 13, 2012 10:27 AM  
**To:** Brent McIntosh  
**Cc:** Zdenka Jasura  
**Subject:** Presto Video - Due North  
Brent,

I have reviewed the Due North creative brief for the Presto video. I have a few questions I am hoping you can answer for me:

- 1) Is this video intended for the whole of the GTHA, as well as, the launch in Ottawa?
- 2) Whose budget does the \$75,000 come out of? The contract with Due North only has \$48,000 on it.
- 3) How will the video be used? Are we looking at a media buy or simple use on the Presto website? Will we have any other communications collateral prepared?
- 4) In the timelines attached, we will need to incorporate MTO approval at some point.
- 5) And what metrics do we plan on using to track the success of the video?

Thanks,  
Vasie