

April 13, 2012

Ms. Carol Layton
Deputy Minister
Ministry of Transportation
3rd Floor, Ferguson Block
77 Wellesley Street West
Toronto, ON M7A 1Z8

Subject: Report on Advertising, Public and Media Relations, and Creative Communications Services Contract

Dear Deputy Minister:

On an annual basis, the Advertising Review Board (ARB) requires all ministries and agencies, as classified under the *Agency Establishment and Accountability Directive* that is required by a Memorandum of Understanding established prior to July 2009 to comply with the MBC Procurement Directive or its predecessors, to provide a summary of advertising, public and media relations, and creative communications contracts. This information is reported to Management Board and is published in the ARB's annual report.

The attached Metrolinx report is for fiscal year 2011-12. The report includes information on relevant services that the Strategy Communications area managed directly in 2011-12.

Five contracts listed below fall into one broad category:

Creative Services – JAN Kelley Marketing covered advertising and marketing communications services to develop and execute a marketing plan for Metrolinx's major transit expansion projects. Due North was the second contract issued to provide creative services for strategic planning/direction and development of annual marketing and/or advertising plans; brand building/tactical campaigns and design/production of advertising/marketing communications material. Naked Creative Consultancy Inc. for web development services to re-design and re-deploy the Metrolinx website. Level5 Strategy Groupcontact was issued to provide strategic brand marketing agency of record services..

Winkreative, the fifth contract, was issued to provide branding design and communication services for the new ARL, including development of the corporate identity ,; design/implementation of the branded guest experience and include architectural and engineering design for Terminal 1 at Toronto Pearson Airport, Union Station including the ARL lounge, Bloor Dundas and Weston stations as well as interior and exterior carriage, signage and service amenities.

Given the extensive architectural and engineering design requirements; the need to preserve the integrity of the brand and ensure continuity for the duration of the project in order to pre-empt delays that could result in increased manufacturing and construction costs, Metrolinx Procurement recommended the Winkreative Scope of Work be revised to represent the full three (3) term of the contract. In this context, the ARB Creative Services requirement represents only 30 percent of the total \$4.85 million Scope of Work for the three (3) year term of the contract. Consideration will be given to include this as part of our cost recovery model. Please sign below and we will submit this on your behalf by the deadline.

Sincerely,

Bruce McCuaig
President and Chief Executive Officer

Approved by: _____

Date: _____

c: Judy Pfeifer, Vice President, Strategic Communications