
From: Stephanie.Trendocher@metrolinx.com [Stephanie.Trendocher@metrolinx.com]
on behalf of Stephanie.Trendocher@metrolinx.com
Sent: 4/20/2012 7:27:54 PM
To: Zdenka Jasura; Vasie Papadopoulos
Subject: RE: PRESTO Feedback
Attachments: ZFoldCopy_PRESTO.doc

I wasn't looped in at all for the creation of this video. But I agree the wording is not very smooth.

Maybe this copy Caroline and I prepared for our PRESTO pocket media would be of help? We made it really simple and customer friendly.

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Zdenka Jasura
Sent: Friday, April 20, 2012 3:22 PM
To: Vasie Papadopoulos
Cc: Stephanie Trendocher
Subject: FW: PRESTO Feedback
FYI

I was not in the loop with the feedback that was sent to Due North so cannot provide any detail on that – I just thought that you may want to have a look at the revised plan.

I found the copy below (page 3) a little awkward but not sure if this is the standard?

Step 3 – Tap your card onto a
PRESTO reader when boarding,
and you are automatically
deducted the lowest possible
amount from your remaining
balance.

From: Rob Nadler [mailto:robn@duenorth.com]
Sent: Friday, April 20, 2012 3:03 PM
To: Garrick McIntosh
Cc: Brent McIntosh; Zdenka Jasura; Jessica Snook
Subject: FW: PRESTO Feedback

Good afternoon, Garrick.

Jessica and I are out a shoot and her email isn't connecting, so I thought I'd forward the attached to you. Please review and let us know if we've addressed all of your feedback.

Thanks so much, and have a great weekend.

Rob.

Rob Nadler | Vice President, Group Account Director

DUE NORTH COMMUNICATIONS INC.

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----- Forwarded Message

From: Neil Domingues <neild@duenorth.com>

Date: Fri, 20 Apr 2012 11:01:51 -0400

To: Jessica Snook <jessicas@duenorth.com>, Rob Nadler <robn@duenorth.com>, Karen Howe <karenh@duenorth.com>

Cc: Mith Das <mithd@duenorth.com>

Subject: Re: PRESTO Feedback

Hi Jessica,

Attached is the PDF for the Presto video.

Cheers,

Neil.