
From: Kim Hopps [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=KIMBERLEY.HOPPS]
Sent: 4/26/2012 5:59:43 PM
To: Judy Pfeifer [judy.pfeifer@metrolinx.com]
Subject: FW: ARB - Metrolinx Agency of Record - Marketing and Advertising

Fyi I think a meeting is a good idea am waiting for Brent to give me advice in terms of his thinking for PRESTO requirements.

From: Kim Hopps
Sent: April 26, 2012 11:49 AM
To: Brent McIntosh
Subject: FW: ARB - Metrolinx Agency of Record - Marketing and Advertising

Hi Brent,

In terms of Judys Q below, what is your advice to me? What do you anticipate PRESTO will require for this year and next? Do you have a sense of order of magnitude \$ need? Im open to having a discussion with Kathy, Judith, Mary and Judy P. Your thoughts? Id like to have you attend that meeting with me.

In respect to the Due North work for a PRESTO video is that new work, or completion of an existing video project? Would you be able to fill me on the dollar value of the video and status of the activity? Thanks in advance for your advice, Brent. Hope you had a really great vacation and enjoyed your time in Florida.

Kim

From: Judy Pfeifer
Sent: April 26, 2012 10:50 AM
To: Kathy Haley; Judith Murchison; Mary Proc; Kim Hopps
Cc: Dina Graser; Brent McIntosh; Vasie Papadopoulos
Subject: ARB - Metrolinx Agency of Record - Marketing and Advertising

I am hoping you can help guide me.

I know that Due North has been our agency of record and their contract has expired. My understanding that the only critical project we have with Due North at this time is the Presto video as requested by the Presto team.

It would be my preference to have an agency of record for MX that everyone can tap into; however I am not sure whether this approach would work for everyone. Interested in your feedback.

In terms of the remainder of this year and next year do you know your marketing/branding needs to help me determine whether would be a \$250 contract, a \$500k contract.

Finally, is this something that warrants all of us around a table and having a discussion.

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