
From: Kim Hopps [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=KIMBERLEY.HOPPS]
Sent: 4/26/2012 8:56:07 PM
To: Judy Pfeifer [judy.pfeifer@metrolinx.com]
Subject: FW: ARB - Metrolinx Agency of Record - Marketing and Advertising

Keeping you looped in please see below.

I support your idea of having a meeting but am happy to meet separately with you, if thats preferred in the end. Your call, totally.

From: Brent McIntosh
Sent: April 26, 2012 2:14 PM
To: Kim Hopps
Subject: RE: ARB - Metrolinx Agency of Record - Marketing and Advertising

Hi Kim,

Sorry. This is my second attempt to respond. Having computer issues today and just got Windows 7 and a new machine. Ugh!

I think that it make most sense for us all to use one agency, although remain in control of our own creative. Having an understanding of the Mx family of brands would be beneficial to GO, ARL and PRESTO. I also think it makes the most sense from a cost perspective. Last year our budget and spend was \$479k for promotional materials. This included the costs for our graphic design agency, BOLD Internet Design. This year we have budgeted \$500k. A contract with an Agency for \$250 or \$500 seems a little low to me. Having said that, with the use of the internal Mx graphics team, our costs would drop. We also used our external agency to brand the devices for Ottawa and some proof of concept devices for the TTC, so its not all advertising and promotional materials. Happy to attend the meeting and thanks for the invite. (Want to have a quick call before the meeting so I can explain better?)

The video is a relatively new project. We had our first meeting with Due North regarding the video on February 27th, 2012 with the first presentation of the creative brief on March 8th. Project is scheduled to be complete on June 10th. We are now working with them on refining the concept and scripts for the video. The video will be used on the prestocard.ca website and on our display booth. The need for a new video was due to the introduction of Ottawa and possible new Service Providers down the road. We needed something more generic as the devices for each SP going forward could look different depending on transit system as they will be doing their own procurement. The budget for the video is \$75k and is covered fully by the PRESTO budget. We were working with Anthony in the beginning and I have been keeping Vasie up to speed. She has also been sending a marketing person from Mx to each meeting.

Again, sorry for taking so long to get back to you.

And thanks, I had a really great vacation.

B

From: Kim Hopps
Sent: Thursday, 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.

Judy Pfeifer
Vice President, Strategic Communications
 METROLINX

20 Bay Street - Suite 600 - Toronto, ON M5J 2W3
T: 416-874-5902
C: 416-574-7950
E-mail: judy.pfeifer@metrolinx.com
Web: www.metrolinx.com