
Sent: 4/27/2012 5:05:22 PM
To: mary.proc@metrolinx.com; Judy Pfeifer
CC: Lilian Abad
Subject: RE: ARB - Metrolinx Agency of Record - Marketing and Advertising

Mary,

Here is the attached list of identified GO projects with regards to communications or marketing support for 2012.

From: Mary Proc
Sent: Thursday, April 26, 2012 7:47 PM
To: Judy Pfeifer; Vasie Papadopoulos
Cc: Lilian Abad
Subject: Re: ARB - Metrolinx Agency of Record - Marketing and Advertising
Vasie: Can you circulate the takeaways from the Mx and GO sessions that Strat Comm organized before Xmas? I think many of our marketing and comm'n needs were identified in those two sessions. Thnx. M

From: Judy Pfeifer
Sent: Thursday, 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.

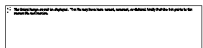
I know that Due North has been our agency of record and their contract has expired. My understanding that the only critical project we have with Due North at this time is the Presto video as requested by the Presto team.

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



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