
From: Mary Proc [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=MARY.PROC]
Sent: 5/11/2012 11:22:41 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: RE: marketing of new Barrie weekend service

You're right, we'll tackle it together, thanks Judy...M

From: Judy Pfeifer
Sent: Friday, May 11, 2012 8:17 PM
To: Mary Proc
Subject: RE: marketing of new Barrie weekend service
Mary

I fully appreciate your frustration and the lack of marketing support. I share your concern. I believe that I have a large job transforming the communications division. I look forward to your advice and guidance.

From: Mary Proc
Sent: Friday, May 11, 2012 4:54 PM
To: Judy Pfeifer
Subject: RE: marketing of new Barrie weekend service
Judy: Thanks for the follow-up...Mary

From: Judy Pfeifer
Sent: Friday, May 11, 2012 3:41 PM
To: Mary Proc
Subject: FW: marketing of new Barrie weekend service

Mary, as per our meeting there is currently only a AD buy, not marketing plan.

Judy

From: Vasie Papadopoulos
Sent: Friday, May 11, 2012 10:01 AM
To: Judy Pfeifer
Subject: RE: marketing of new Barrie weekend service

Judy,

Here is the advertising plan for Barrie. There will be a focus on the other stations and those areas on top of Barrie from now until when the service launches in September. However, there aren't any plans for any station-like events on that line. I am supportive of that – it is just a matter of resources. So, Strat Comms. can help coordinate strategic times when we can hold these – we will just need the support of Mary's station team to help.

Vasie

From: Judy Pfeifer
Sent: Friday, May 11, 2012 9:42 AM
To: Vasie Papadopoulos
Subject: Fw: marketing of new Barrie weekend service

Please advise?

sent from judy's bb

From: Mary Proc
Sent: Friday, May 11, 2012 09:36 AM
To: Judy Pfeifer
Cc: Gary McNeil; Paula Edwards
Subject: marketing of new Barrie weekend service

Judy,

The success of the new Barrie service will depend heavily on how much this is communicated, not only to our customer base, but to non-GO commuters who might try the service for weekend trips into Toronto from the north.

We know that within Barrie, we have lots of GO supporters among the media and city councilors who will boost the service. But we have another 8 stations south of Barrie where we should undertake awareness-raising in the local markets.

This will be important to attract new customers who want to attend the Pride Events, Caribanna, and the Ex.

What is the marketing plan for this new service?

Thanks...Mary