
From: Nancy Pogue
Sent: 5/14/2012 3:52:30 PM
To: Vasie Papadopoulos
CC: Jessica Kosmack
Subject: what Mary P. wants - Marketing of new Barrie weekend service
Attachments: FW: marketing of new Barrie weekend service

Hi.

I called Bill.

He said Mary is not looking for events at stations but what is below. This is doable.

Nancy

From: William Jenkins
Sent: Monday, May 14, 2012 11:42 AM
To: Nancy Pogue
Cc: Stan Yee
Subject: FW: marketing of new Barrie weekend service

Hi Nancy

Please see this .

"We will want signs in the stations advertising these events (and "beads" for the Barrie line SAs...). This will be important to attract new customers who want to attend the Pride Events, Caribanna, and the Ex. " .

Can you help ?

thanks

Bill

From: Mary Proc
Sent: Friday, May 11, 2012 9:40 AM
To: William Jenkins; Stan Yee
Subject: FW: marketing of new Barrie weekend service

Bill & Stan: We will want signs in the stations advertising these events (and "beads" for the Barrie line SAs...) Mary

From: Mary Proc
Sent: Friday, May 11, 2012 9:37 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