
From: William Jenkins [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=BILLJ]
Sent: 5/28/2012 9:03:34 PM
To: Mary Proc [mary.proc@metrolinx.com]
Subject: FW: marketing of new Barrie weekend service

per your request .

Thanks
Bill

From: Stephanie Trendocher
Sent: Tuesday, May 15, 2012 2:44 PM
To: William Jenkins
Cc: Stan Yee; Nancy Pogue
Subject: RE: marketing of new Barrie weekend service
Hi Bill,

I'm not sure if you saw the comms plan Caroline sent out, so I have attached it as a reference. We will be doing 4x6 backlit posters at the Barrie line stations (Union Station, Newmarket, Aurora, Rutherford, Maple, King City, Barrie South, Allandale Waterfront, Bradford, East Gwillimbury). The graphics on these ads are focused on concerts, sports, events and shopping. We will also be running these ads regularly in community papers along the Barrie corridor to attract riders that aren't our regular commuters. Radio and tv spots will also be utilized to attract new customers. Additionally, our department is working to create a 'Places to GO' marketing brochure this summer in which the Barrie weekend service will be promoted. Station Ops has expressed previously that there are often too many posters up at one time in the stations, so we are trying to limit the amount out there. We can certainly resize our creative and provide an 11x17 format for Station Attendants to print and display.

Thanks,

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648