
From: Jessica Kosmack [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=JESSICA.KOSMACK]
Sent: 6/8/2012 1:58:00 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
CC: Vasie Papadopoulos [Vasie.Papadopoulos@metrolinx.com]
Subject: Revised: For MTO review pls-ad drafts- June GO Transit service changes
Attachments: June23_Ad_Etobicoke_FullC.pdf; June23_Ad_Guelph_2C.pdf; June23_Ad_Milton-Mississauga_FullC.pdf; June23_GeneralServiceAd_24Hours_2C.pdf; June23_GeneralServiceAd_Metro_2C.pdf; June23_GeneralServiceAd_TONight_FullC.pdf

Hi Judy,

Attached are the revised service change ads. We are tight for timing, however we have time to adjust the sub-headers to be more in line with our KMs. As Nancy notes below, moving forward we'll look to make further changes to incorporate more of the messaging from the Coms Plan wherever possible throughout the ads, while still maintaining an adequate level of detail.

Once we have your ok, we will proceed with our MTO approvals, as usual.

Thanks,
Jessica

From: Nancy Pogue
Sent: Friday, June 08, 2012 10:04 AM
To: Jessica Kosmack
Cc: Melissa Crowther
Subject: FW: For MTO review pls-ad drafts- June GO Transit service changes

Hi.

Changes to the subheadings as requested which is really all that can be done at this point to help meet the already tight deadlines. Moving forward we'll look to make further changes to incorporate more of the messaging from the Coms Plan wherever possible.

Nancy

From: Judy Pfeifer
Sent: Thursday, June 07, 2012 8:04 AM
To: Jessica Kosmack; Vasie Papadopoulos
Subject: Re: For MTO review pls-ad drafts- June GO Transit service changes

Please align with KM or simpler header in press release.

If that causes a delay impacting the communication with customers I can park my concerns for this round. But would like staff to consider a tighter approach moving forward.

sent from judy's bb

From: Jessica Kosmack
Sent: Wednesday, June 06, 2012 02:49 PM
To: Judy Pfeifer; Vasie Papadopoulos
Subject: RE: For MTO review pls-ad drafts- June GO Transit service changes

Hi Judy,

Text heavy, yes, however we only have two customer-facing channels to provide comprehensive details about our service changes: online (gotransit.com) and via our ads. We target these ads very specifically to the communities/corridors that these changes are happening, as well as to our ridership who we know are high readers of Metro and 24 Hrs. We really need to provide a certain level of detail about the changes happening to ensure customers are aware ahead of June 23. Further, the approach we take with our service change ads is very much in line with service change communications for other transit agencies, including TTC and Viva.

In terms of the overall key message of “we’re increasing GO service and making some changes to give you more travel options and a more comfortable commute.” – that is still consistent, however we can look to reframe the master header of each to tie more into the key messages.

Thanks,
Jessica

From: Judy Pfeifer
Sent: Wednesday, June 06, 2012 2:22 PM
To: Vasie Papadopoulos; Jessica Kosmack
Subject: FW: For MTO review pls-ad drafts- June GO Transit service changes

These ads are very text heavy

Also, the ads don’t seem to align to the press releases and key messages. Am I missing something?

From: Nancy Pogue
Sent: Wednesday, June 06, 2012 2:19 PM
To: Lena Azzou
Cc: Vasie Papadopoulos; Jessica Kosmack; Melissa Crowther; Judy Pfeifer
Subject: For MTO review pls-ad drafts- June GO Transit service changes

Hi Lena.

Attached for MTO’s review and comments, are the drafts of the ads that are to appear as cited in the **June 2012 GO Transit Service Changes Communications and Outreach Plan** which was provided earlier and has been approved. Depending upon when approval is received for these, some adjustments may need to be made to some of the publication dates. We will advise on that if it does indeed become the case.

Thanks Lena.

Nancy

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