
From: Mennie, Sharon (MGS) [Sharon.Mennie@ontario.ca]
Sent: 7/17/2012 12:29:13 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: RE: Question
Attachments: image001.png; GO Transit Brief.pdf; Metrolinx Big 5 Project Brief 22-11-10.pdf; Metrolinx-Go Transit Project Brief 17-03-11.pdf; Advertising Services Project Brief July 2012.doc

Hi Judy,

I understand you are away on vacation ... hope you are somewhere nice where it is cool and comfortable!

Attached are previous project briefs utilized by Metrolinx and GO Transit, in addition to the new project brief template for the 2012 Advertising Services Pools.

Please call me next week once you've had an opportunity to review.

Cheers,

Sharon Mennie
Senior Communications Advisor
Advertising Review Board
Ministry of Government Services
Room M2-56, Macdonald Block
900 Bay Street
Toronto, ON M7A 1N3
(416) 327-2221
Sharon.Mennie@ontario.ca

From: Judy Pfeifer [mailto:Judy.Pfeifer@metrolinx.com]
Sent: July 10, 2012 7:40 PM
To: Mennie, Sharon (MGS)
Subject: Question

So I am considering going to the ARB to do a marketing agency of record. I know MX has had one in the past. But my Director and my Manager are on mat leave. Any chance our old ARB brief is available for me to review? Just asking. You never know. Thanks in advance.

Judy Pfeifer
Vice President, Strategic Communications



20 Bay Street - Suite 600 - Toronto, ON M5J 2W3
T: 416-874-5902
C: 416-574-7950
E-mail: judy.pfeifer@metrolinx.com
Web: www.metrolinx.com

