

Message

From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 7/26/2012 11:55:09 PM
To: Mary [Proc]; Brent [McIntosh]
Subject: RE: ARB Submission
Attachments: Advertising Services Project Brief July 2012.doc; Metrolinx-Go Transit Project Brief 17-03-11.pdf; Metrolinx Big 5 Project Brief 22-11-10.pdf; GO Transit Brief.pdf

Found the documents. Over to you Brent.

Next on the list - the budgets!

From: Judy Pfeifer
Sent: Thursday, July 26, 2012 5:53 PM
To: Mary Proc; Brent McIntosh
Cc: Marilyn Hood; [Personal Information] Kathy Haley
Subject: RE: ARB Submission

I will send the briefs next

- JAN Kelley Marketing was assigned to the GO Transit business in June 2008 for an initial 30-month term ending December 31, 2010. This working relationship was extended via an ARB-authorized direct assignment until March 31, 2011.
- JAN Kelley Marketing was assigned to the Big Five Projects for the period December 2, 2010 to December 1, 2011.
- Due North Communications was assigned to service the Metrolinx project for the period April 1, 2011 to March 31, 2012. The option to extend this contract for a further term ending February 19, 2013 was never exercised.

From: Mary Proc
Sent: Thursday, July 26, 2012 8:29 AM
To: Brent McIntosh
Cc: Marilyn Hood; [Personal Information] Judy Pfeifer; Anne Marie Aikins; Kathy Haley
Subject: RE: ARB Submission

Brent: This is a draft only, and probably far more detailed than it needs to be for the purposes of a brief to the ARB.

Judy & Marilyn: I would really appreciate if one of you could sit down with me, and go through the GO brief identifying what are communications services that can be provided in-house, and what are deserving of marketing campaigns. For example, for a couple of years now, Gary has wanted a one-page "On Your Corridor" written & published, that would inform px on any one of the 7 train corridors what construction/improvements they could expect to see at their station. The idea is that these 7 corridor updates would be written & published once each spring for distribution through the trains. Perhaps those could be written & published in-house, but something like the 3rd anniversary of the Px Charter in November could have a marketing campaign built around it to communicate + celebrate the many improvements that have taken place since 2010. The GO brief as it's currently written is basically a "brain dump" of all of GO's brand, communications, advertising and marketing needs. Can someone on your team do this with me?

Thanks...Mary

From: Brent McIntosh
Sent: Thursday, July 26, 2012 7:48 AM
To: Mary Proc
Subject: FW: ARB Submission

Hi Mary,
Did you also have a previous submission to the ARB that you could send me?
Thanks,
Brent

From: Brent McIntosh
Sent: Thursday, July 26, 2012 7:35 AM
To: judy.duncanson@bagg.com; Marilyn Hood; Kathy Haley
Subject: ARB Submission

Good morning team,
As per our meeting yesterday, please send me your previous ARB submissions. I am hoping to meet with Mary Koven on Monday.
Thanks,
Brent

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