
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 8/2/2012 1:59:00 PM
To: Andrea [Gusen]
Subject: RE: Accessibility meetings -- Advertising strategy

OK. I have my 1:1 with Marilyn today and will raise this (again) with her. Then I will leave it to you guys to decide in my absence.

From: Andrea Gusen
Sent: August 2, 2012 9:39 AM
To: Dina Graser
Subject: Accessibility meetings -- Advertising strategy
Importance: High

Dina – I discussed this with Sarah yesterday. She really wants to have you at the meeting that's been scheduled with Marilyn and Nancy, as you've expressed some strong opinions about the media buy strategy, and she wants to make sure everyone involved is satisfied with the final decision on this.

However, I think August 13 is way too late to be having this meeting as we may want the ads actually placed that same week.

I said to Sarah that I would try to talk to you about this while you're still here, but that it might end up that decisions have to be made in your absence.

We are at a bit of an impasse wrt the need to advertise this widely and in all affected areas vs. the sky-high budget associated with this. There is also concern that a ¼ page ad isn't big enough to include all the info we need, given that font size has to be in line with accessibility guidelines. Some new ideas that have been suggested:

-instead of placing ads in all the local weeklies, buy space in the major dailies only (Star, Sun, Metro, 24 Hrs) as this will still ensure wide distribution and might actually be cheaper. Use media relations and stakeholder relations strategies to get earned coverage in the weeklies.

-place ad only once (original strategy was to advertise a month out and then again as a reminder 1-2 weeks out) and send out reminders to partners/stakeholders/GO customers using other methods.

Hope we can find some time to discuss today or that you are comfortable giving your blessing to whatever might be decided in your absence.

Andrea