
From: Trina Melatti [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=TRINA.MELATTI]
Sent: 8/29/2012 1:55:00 PM
Subject: Crosstown Promo Videos...and Others

Hi Jamie,

As discussed in the interview yesterday, these are the videos I worked on with JAN Kelley – our ad agency at the time. I can also share the scripts and storyboards as well if you'd like. But these are the finals and have not ever been released.

S:\Trina\LRT VIDEOS

One is titled 'tunnel' and the other 'runner'.

The tunnel video is our battling congestion angle and MX being the solution. The second is the connecting communities angle.

Also, in case you haven't seen them already there are two videos currently on our MX website that are pretty good. They've been released...obviously, as they're posted on the website. But we also had a few running in various TV spots as well.

<http://www.metrolinx.com/en/docs/video/transformingtransit/transformingtransit.aspx>

<http://www.metrolinx.com/en/docs/video/Mx/Mx.aspx>

The second one needs to be updated a bit – the maps used as visuals are a bit out of date from the new maps we're using. The video was done when we were just building the Eglinton-Scarborough Crosstown project, so the visuals don't account for the entire collective of Toronto Transit projects. The information is still pretty good though. The other downside is that it was done in winter, so you can tell visually that it's out of date....but...

Anyway, mostly just providing these as background and info.

Thanks,
Trina