
From: Mary Proc [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=MARY.PROC]
Sent: 10/22/2012 5:52:54 PM
To: Marilyn Hood [Marilyn.Hood@metrolinx.com]
CC: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]; Lilian Abad [Lilian.Abad@metrolinx.com]
Subject: RE: GO Brief

Marilyn: Amendments to the brief look fine to me.

I would be interested in knowing the thinking behind ARB's recommendation of these 3 firms—otherwise, I'm fine to proceed with them.

Thanks...Mary

From: Marilyn Hood
Sent: Monday, October 22, 2012 11:21 AM
To: Mary Proc
Cc: Judy Pfeifer
Subject: FW: GO Brief

Mary

Please take a look at the proposed ARB brief changes as well as the email below with the recommended candidates for the assignment. Unfortunately, I am not familiar with the candidates mentioned so I am unable to comment. IF you are ok with the changes as well as the recommended candidates, we can proceed with issuing the brief.

From: Mennie, Sharon (MGS) [<mailto:Sharon.Mennie@ontario.ca>]
Sent: Monday, October 22, 2012 11:05 AM
To: Marilyn Hood
Subject: RE: GO Brief

Hi Marilyn,

Attached is a revised document with suggestions as highlighted.

The three ARB-recommended candidates for this assignment are Draftfcb Canada, Saatchi & Saatchi Advertising and The Hive.

Note that, unless you are prepared to secure TB/MBC approval to procure services valued at more than \$1-million, the total contract ceiling cost (including supplier fees, production and other third-party expenditures but excluding media) may not exceed \$999,999 over the full term of the project.

Best regards,

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