
From: Marilyn Hood [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MARILYN HOOD]
Sent: 10/22/2012 3:21:21 PM
To: Mary Proc [mary.proc@metrolinx.com]
CC: Judy Pfeifer [judy.pfeifer@metrolinx.com]
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
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