

**Metrolinx Planning Budget
November 7, 2012**

ACCOUNT, STRATEGIC AND PROJECT MANAGEMENT		
Integrated Public Consultation Materials	\$	95
As lead creative agency, provide interim brand look and feel, tone and manner to encourage integration of priority communications pieces: High Road Website, MASS Consultation Kit and refreshed Big Move Brochure. Oversee all creative campaign materials and provide integration guidance. Provide Powerpoint presentation including communications plan for presentation to Board December 5. Note: Brochure production and revisions will be estimated once consolidated feedback and printing quantities are confirmed.		
Public Awareness Campaign: Research and Strategy	\$	115
Work with Metrolinx' research partner to uncover insights that would form the core of a public campaign. If initiated in the next week, it is expected this research and strategy would be complete by the end of December. Further, any early insights and strategic direction would be added to the December 5 Board Meeting presentation.		
	Low	High
CREATIVE DEVELOPMENT	\$	165
		\$
		205
Creative development for 3 unique concepts for creative research. Assumes 2 rounds of revisions. Complete December 31. Production of research materials will be estimated separately based on researcher requirements. High range assumes additional round of revision and a greater level of input. Production of research materials will be estimated separately based on researcher requirements.		

CREATIVE EXECUTION TO BE ESTIMATED FROM APPROVED CONCEPT.