
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 11/8/2012 1:40:00 PM
To: Michelle.Ewart@highroad.com; Bill, [Johnston]; Alicia, Amanda.Alvaro@narrative.ca, Jill Engelman, ['peter@masslb.com']
Subject: Confirmation of Next Steps
Attachments: image001.png

In order to keep the trains moving I wanted to outline next steps. I would like each agency to confirm understanding to myself and Mathew.

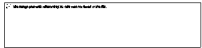
1. Overarching integrated communications and advertising plan

Bensimon Byrne (BB) will do an overall master plan that incorporates the work done to date (e.g., communications plan/tactics, website, media etc) as well as overlay the advertising (paid, digital etc.). This plan will propose timelines and outline roles and responsibilities. Basically it will knit all of the various parts together. We will then all work from this plan. I have confirmed this scope of work.

Non-Responsive Information

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