
From: Katie O'Donovan [Katie.O'Donovan@bensimonbyrne.com]
Sent: 11/14/2012 6:07:09 PM
To: Jill Engelman [Jill.Engelman@bensimonbyrne.com]; Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: Re: Infrastructure ad
Attachments: Creative Brief Nov 14.docx

Hi Judy, I'm helping Jill with this project and have attached the creative brief for your review. Also, can you please provide us with direction on which projects you'd like us to show? Thinking Union, York BRT, and one LRT? We'll need direction on images for these as well.

We are hoping to brief a team shortly but would like confirmation on the brief ahead of time if possible. We're aiming to have the final ad uploaded to the publication on Friday.

Thanks, estimate to follow.

-Katie

Katie O'Donovan

Bensimon Byrne
420 Wellington St. W
Toronto ON M5V 1E3

416-922-2211 x3263

>>> Jill Engelman 11/14/2012 12:35 PM >>>

Hi Judy,

We can do this but will need a couple of days on our end. We'll build it in our studio. We believe the focus of sale is:

Metrolinx is proud to be acknowledged in Canadas Top 100 Infrastructure Projects.

Supporting visuals would be some highlight shots of some of the key projects that are being awarded.

Branding is Metrolinx.

Next steps:

- We'll send you a brief and an estimate

Please confirm as we have a team lined up to be briefed at 1:30.