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**From:** Katie O'Donovan [Katie.O'Donovan@bensimonbyrne.com]  
**Sent:** 11/14/2012 6:19:12 PM  
**To:** Jill Engelman [Jill.Engelman@bensimonbyrne.com]; Judy Pfeifer [Judy.Pfeifer@metrolinx.com]  
**Subject:** RE: Infrastructure ad

Hi Judy, let me know if the creative brief that I sent over helps with that request.

Katie O'Donovan

Bensimon Byrne  
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416-922-2211 x3263

>>> Judy Pfeifer <Judy.Pfeifer@metrolinx.com> 11/14/2012 1:00 PM >>>

I think we could do it in house. They just need guidance from you. Can you do strategic advice please?

-----Original Message-----

From: Jill Engelman [mailto:Jill.Engelman@bensimonbyrne.com]  
Sent: Wednesday, November 14, 2012 12:36 PM  
To: Judy Pfeifer  
Cc: Katie O'Donovan  
Subject: Infrastructure ad

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 Canada's 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.