
From: Jill Engelman [Jill.Engelman@bensimonbyrne.com]
Sent: 11/14/2012 6:39:46 PM
To: Judy.Pfeifer@metrolinx.com
CC: Katie O'Donovan [Katie.O'Donovan@bensimonbyrne.com]
Subject: Re: Infrastructure ad

Sure. That would be the brief that Katie sent through. Does that make sense? We're meeting on the design guide at 2:30.
What do you think?

On 2012-11-14, at 1:13 PM, "Judy Pfeifer <Judy.Pfeifer@metrolinx.com>" <Judy.Pfeifer@metrolinx.com> wrote:

> 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.
>
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