

**To:** pbrophy@level5strategy.com  
**From:** Judi Cohen  
**Sent:** Fri 12/7/2012 8:19:09 PM  
**Subject:** Fw: Marketing Reports

**Exclusion per Committee Direction**

Please send the attachment to TMG.

Thank you.

Judi

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

**From:** Jamie Patterson  
**Sent:** Friday, December 07, 2012 03:04 PM  
**To:** Judi Cohen  
**Subject:** RE: Marketing Reports

Here's a start. I think we should share the following (they should have some of this already):

- Northstar Market Assessment
- Best Practice Research (from both Deloitte and our internal resources)
- Hotspex Brand Mapping
- Ipsos Discrete Choice

**Exclusion per Committee Direction**

- Recent Angus Reid ARL Awareness Tracking Survey

I'm not sure they need anything more than what's in the BP as far as ridership goes but Stef let me know what you think. I think the key elements for them would be ridership volumes by station, time of day, time of year, by flight sector, by terminal.

Thoughts?

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

**From:** Stephan Mehr  
**Sent:** Friday, December 07, 2012 9:23 AM  
**To:** Judi Cohen; Philip Safos  
**Subject:** RE: Marketing Reports

Judi:

We will gather the info.

Phil: If you can show me what you have on hand, so I can then ensure to add any other pertinent information from the ridership perspective?

Thanks

Stef

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

**From:** Judi Cohen  
**Sent:** Friday, December 07, 2012 7:15 AM  
**To:** Philip Safos; Stephan Mehr

Subject: Marketing Reports

Morning Philip and Stef,

The Level 5 have requested reports a background for building out the Marketing Plan.

Can you point to any research we have done that I can provide to them? I have provided some sections from the BP. They would like to see information on ridership and segments as well as customer experience and profiles. They asked for the SDG forecast and I have said no.

Thanks,

Judi