

From: Philip Safos
Sent: Wed 1/9/2013 5:23:40 PM
Subject: RE: Some Best Practices

Hi Ashlee,

Given all of the information we have shared with TMG to date, I don't think #1 and #2 are necessary or would add value.

Judi – your thoughts on #4 and #5?

From: Ashlee Goodfellow [mailto:AGoodfellow@Level5strategy.com]
Sent: Wednesday, January 09, 2013 11:45 AM
To: Judi Cohen; 'ptremaine@TMGinternationalinc.com'; Paul Brophy
Cc: 'vrao@tmginternationalinc.com'; Stephan Mehr; Philip Safos
Subject: RE: Some Best Practices

Hi Judi,

I have provided TMG with a USB that contains all of the CGA Best Practice documents.

-

Additional Relevant Documents:

As per the ARL Request for Information document (dated November 30th, 2012) the following documents were identified for distribution to TMG, but were either put On Hold or Not Approved:

1. Steer Davies Gleave – Comparison of Surveys and Forecasting Assumptions Georgetown Corridor Airport Rail Link
2. IBI Group – Daniel H. Presentation of Ridership Study with Northstar
3. Air Rail Report CGA – **Approved (please see above)**
4. Engagement Strategy (PR Agency)

5. Market Sounding Report (LANG)

Please advise as to whether or not I have approval to forward any of the above documents to TMG.

Thank you.

Best regards,

L5 Ashlee Goodfellow | Consultant
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From: Judi Cohen [<mailto:Judi.Cohen@upexpress.com>]
Sent: Wednesday, January 09, 2013 5:37 AM
To: Ashlee Goodfellow; 'ptremaine@TMGinternationalinc.com'; Paul Brophy
Cc: 'vrao@tmginternationalinc.com'; Stephan Mehr; Philip Safos
Subject: Re: Some Best Practices

Ashlee

Please provide all of the necessary materials noted.

What other materials are Level 5 aware of that were used for the branding that might assist TMG?

I will copy Phil and Stephan since they would be aware of the history and the previous research done or information collected on other air rail links.

Thank you.

Judi

From: Ashlee Goodfellow [<mailto:AGoodfellow@Level5strategy.com>]
Sent: Wednesday, January 09, 2013 12:21 AM
To: Pat Tremaine <ptremaine@tmginternationalinc.com>; Judi Cohen; Paul Brophy <PBrophy@Level5strategy.com>
Cc: Vinayak Rao <vrao@tmginternationalinc.com>
Subject: RE: Some Best Practices

Hi Judi,

In order to provide Pat with more detailed information regarding ARL Best Practices may L5 have approval to forward the **Final CGA Best Practices Report** as well as the documents/ materials completed by CGA on behalf of UP Express that fed into the report?

Best regards,

L5 Ashlee Goodfellow | Consultant
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From: Pat Tremaine [<mailto:ptremaine@tmginternationalinc.com>]
Sent: Tuesday, January 08, 2013 11:09 PM
To: Judi Cohen; Paul Brophy
Cc: Ashlee Goodfellow; Vinayak Rao
Subject: RE: Some Best Practices

Judi and Paul

To further the discussion. Fundamentally what I are looking for are ARL's that are relatively new, get marketing are building brands and are spending marketing dollars. I

would like to understand how they are setting objectives broadly and at the tactical level. What they have learned over the years. From the various reports and in talking to Phil there seems to be a few that stand out.

By far the #1 seems to be GAUTrain in South Africa. Not really sure of their age but they are referenced in most documents and extensively in the marketing strategy as award winning for their marketing.

Others would include:

ARLANDA – Stockholm

The ARL in Vienna CAT (I understand that this is one that Kathy references)

And possibly Canada Line – Vancouver from a capacity and forecasting perspective.

I am not sure if this is “the” list but I present it to you both for consideration and discussion.

This best in class discussion with ARL’s is important for us to set better marketing objectives and tactics. Judi would like to discuss how we might get this done at your earliest convenience.

Pat Tremaine

Partner

TMG International Inc.



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Your Customer Potential...Unleashed

From: Paul Brophy [<mailto:PBrophy@Level5strategy.com>]
Sent: Friday, January 04, 2013 6:55 PM
To: Judi Cohen; Pat Tremaine
Cc: Ashlee Goodfellow; Vinayak Rao
Subject: RE: Some Best Practices

Judi,

Happy New Year! I hope your holiday was refreshing. I have been cozy in snowy cottage country and loving it.

About Pat's request, my point of view is that one or two of the newest ARL's would also be very useful. Heathrow express has the advantage of long experience which suggests time to develop more sophisticated metrics. However, the newest ones would have a more intense focus on seeing the ROI of marketing investment during the launch phase. Just food for thought.

Best,

Paul

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cid:image005.jpg@01CDEDC1.169CFAB0 **Paul Brophy** | Principal
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From: Judi Cohen [<mailto:Judi.Cohen@upexpress.com>]
Sent: January-04-13 5:57 PM
To: Pat Tremaine
Cc: Ashlee Goodfellow; Paul Brophy; Vinayak Rao
Subject: RE: Some Best Practices

Let me think about a couple of the properties to speak with. One would certainly be Heathrow Express. I will get the necessary information.

Best,

Judi

Judi Cohen

Director, Marketing & Business Development

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From: Pat Tremaine [<mailto:ptremaine@tmginternationalinc.com>]

Sent: Friday, January 04, 2013 3:39 PM

To: Judi Cohen

Cc: Ashlee Goodfellow (AGoodfellow@Level5strategy.com); Paul Brophy

(PBrophy@Level5strategy.com); Vinayak Rao

Subject: Some Best Practices

Judi

Happy New Year! I hope you had a great Holiday.

As Vin and I are working on the marketing plan we are starting to set objectives. Given that this is a new venture and that looking at best practices has been a key part of the development work to date, we are thinking that some best practices as it relates to marketing would be helpful.

We are not talking about an in depth study but the ability to connect (a phone call or two) with two recently lunched ARL's (last 4-5 years) to discuss how they built and tracked to their marketing objectives. We would also want to understand their spend levels at launch and in subsequent years. This will provide us with another set of data points to better develop the plan for UP Express.

We are hoping for a warm introduction and we can take it from there.

Pat Tremaine

Partner



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