

From: Renee Strauss.

Sent:3/6/2010 4:05 PM.

To: [-] Mitch Markel

Cc: [-]

Bcc: [-]

Subject: Re: 6600 - Toyota Message Test 1 Guide Draft V1.

Lol - :) I am already seeing the sample emails going out to push OE on messaging. They will ride out the sample that is already out there for tracking and all OE sample going out moving forward will be for messaging until further notice. Fingers crossed!!!

From: Mitch Markel
To: Renee Strauss
Sent: Sat Mar 06 16:00:02 2010
Subject: Re: 6600 - Toyota Message Test 1 Guide Draft V1

Great.
Renee magic.
Renee magic.
Renee magic.
(Imagine me rubbing the top of your head as I say that)

Sent from BlackBerry

From: Renee Strauss
To: Mitch Markel
Sent: Sat Mar 06 15:58:39 2010
Subject: Re: 6600 - Toyota Message Test 1 Guide Draft V1

Those are the directions I have given them and we will do everything we can to get you what you need asap. All efforts for OE to messaging and then we will refocus to tracking when messaging is good.

From: Mitch Markel
To: Renee Strauss
Sent: Sat Mar 06 15:53:45 2010
Subject: Re: 6600 - Toyota Message Test 1 Guide Draft V1

Sure. Tracker is least important, especially since it is not due to client until tuesday. Message study is due monday morning so to extent we can stop sending elite sample for tracker, or redirect them, or whatever.
I know we got messages in late, but we really, really need to get this done, especially with elites. Toyota has a press conference on monday and need our data to know what to say.
We need a little renee magic on this one.

Sent from BlackBerry

From: Renee Strauss
To: Mitch Markel
Sent: Sat Mar 06 15:46:39 2010
Subject: Re: 6600 - Toyota Message Test 1 Guide Draft V1

So go short on Tracker if needed? The sample that has already been sent will still be out there but we can have them focus on OE for messaging with fresh sample over tracking.

From: Mitch Markel
To: Renee Strauss
Sent: Sat Mar 06 15:41:06 2010
Subject: Re: 6600 - Toyota Message Test 1 Guide Draft V1

I would turn them off from tracker for now. Message study is priority.
Sent from BlackBerry

From: Renee Strauss
To: Mitch Markel; Stephanie Eppig
Sent: Sat Mar 06 15:33:41 2010
Subject: Re: 6600 - Toyota Message Test 1 Guide Draft V1

Sorry! I looked too quick and answered for tracking! They will be sampling OE as aggressively as possible. We also have our new vendor in on this one as well. Unfortunately we are going to be behind the 8 ball from the start on this and will be pushing as hard as possible to be done by no later than 5p EST tomorrow.

From: Mitch Markel
To: Stephanie Eppig; Renee Strauss
Sent: Sat Mar 06 14:59:44 2010
Subject: Re: 6600 - Toyota Message Test 1 Guide Draft V1

Do we have a plan to get opinion elites?

Sent from BlackBerry

From: Stephanie Eppig
To: Kristin Vroman; Mitch Markel; Laura Care; Jenn Smith; Renee Strauss; Tyler Walker
Cc: Christine Tchoumba
Sent: Sat Mar 06 14:45:38 2010
Subject: Re: 6600 - Toyota Message Test 1 Guide Draft V1

Nope let's launch

From: Kristin Vroman
To: Stephanie Eppig; Mitch Markel; Laura Care; Jenn Smith; Renee Strauss; Tyler Walker
Cc: Christine Tchoumba
Sent: Sat Mar 06 14:45:08 2010
Subject: RE: 6600 - Toyota Message Test 1 Guide Draft V1

Do you want an RDG or to test through?