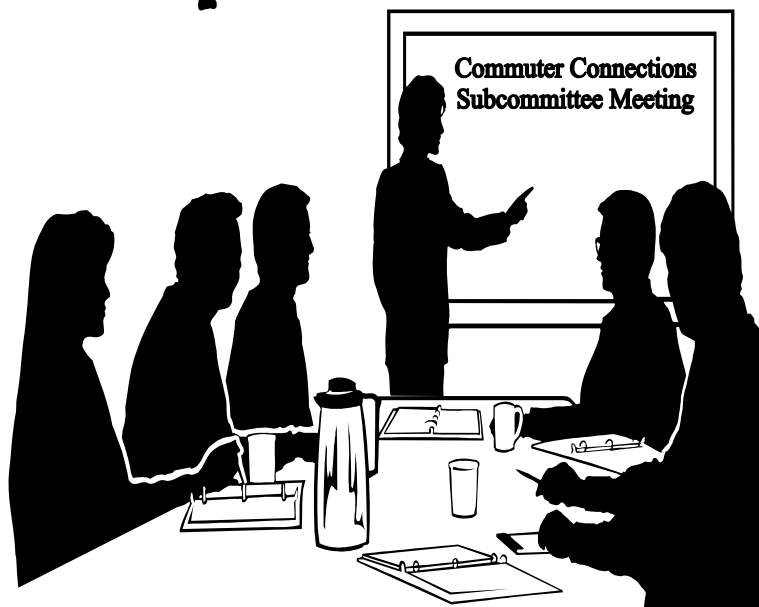


HANDOUTS

from previous meeting



June 17, 2003

Metropolitan Washington Council of Governments
Commuter Connections Subcommittee
June 17, 2003
Mass Marketing TERM – Item #3

Review of Deliverables

1. Review prior marketing efforts
 - a. Analysis of marketing efforts and strategic marketing plan complete
 - b. Learnings incorporated into proposed IMC plan
 - c. Final report in progress; deliverable 6/30/03
2. Review market research
 - a. Existing research analysis completed
 - b. Research needs identified; research conducted
 - c. Final report in progress; deliverable 6/30/03
3. Stakeholders research
 - a. More than 50 questionnaires distributed
 - b. 37 questionnaires/interviews completed and analyzed
 - c. Final report in progress; deliverable 6/30/03
4. IMC plan development
 - a. Strategies under review; tactics in progress
 - b. Final plan deliverable 6/30/03
5. Evaluation
 - a. To be formulated upon plan approval
 - b. Recommendation deliverable 6/30/03

Research Summary

1. Stakeholder Research
 - a. Consistently respondents answered “Unified Seamless Integrated System”
 - b. Establish the brand as:
 - i. Mobility & transportation choices for citizens
 - ii. Mitigate congestion
 - iii. Improve quality of life, including air quality
 - iv. Improve economic viability
 - c. Changing role of Transit
 - i. Moving from social service function for transit dependant
 - ii. To attracting the “rider of choice” for policy reasons: air, congestion, land use, etc.
 - d. Mass Transit doesn’t work for everyone, so you need a mix of modes.
2. Employer Surveys
 - a. The top modes of alternative commute continue to be identified as Metro, Carpool, and Bus.
 - b. Employers surveyed expressed strong support for Telework.

3. Consumer Research
 - a. 4 focus groups (2 SOV & 2 alternative mode commuters)
 - b. 30 In-depth interviews (10 DC, 10 MD, 10 VA)
 - c. Comparison of the 2 groups (SOV vs. alternative mode) shows:
 - i. Both groups were very much alike
 - ii. Both have a consistent low-level of anxiety about their commute
 - iii. Even use the same language to describe their commute & emotions
 - iv. View the commute as a necessary burden
 - v. Bottom Line – our commuters have only marginal differences
 - d. Traffic Problems setup the desirability for changing their commute mode
 - e. Ask people to describe their commute, and both groups talk about it the same way
 - i. Time
 - ii. Cost
 - iii. Convenience
 - iv. Comfort (this was word added as a new finding in this research)
 - f. They all want “an easy (easier) commute”
 - g. Ask people “what’s the biggest problem with your commute?”
 - i. PEOPLE!
 1. In all categories
 2. Across every group
 3. Emotion = anger at those idiots
 - ii. Ask them what they do about it, and they shrug their shoulders
 - h. Different transit modes will work for those people that it works for. . .
 - i. One solution does not fit all
 - ii. It becomes our job to show commuters how it can work
 - iii. It’s about making the system (seamless, integrated) work for them

Communications Plan

1. Communications strategy:
 - Commuter Connections needs to be the answer to their frustrations**
2. Media strategy
 - a. Primary target are adults, 35-64
 - b. Primary medium will be drive-time radio
3. Message platforms

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Message Platforms

Testimonial Campaign

Concept: Actors portraying former SOV commuters talk about the frustrations and problems they used to encounter before they got in touch with Commuter Connections. Now, Commuter Connections has helped them find alternative means of commuting that meet their needs and they're much happier.

Tag Line: Working to preserve commuter sanity since 1979.

Comments:

ECT Campaign

Concept: Emergency Commuter Technicians (ECTs) are called on the scene to help hapless SOV commuters. Once they've calmed the distressed commuters, the ECTs tell him/her about Commuter Connections and how it can make their commute better. This campaign employs broad humor to connect with the audience and stick in the memory.

Tag Line: We're working to cure the chronic commute.

Comments:

Change Your Day Campaign

Concept: Former SOV commuters try alternative methods of getting to work, suggested to them by Commuter Connections. They discover that they arrive at work sooner, far less stressed and more productive. As a result, good things happen to them.

Tag Line: It could change your whole day.

Comments:

The Race Campaign

Concept: Pits SOV commuters against commuters using alternative methods they learned about through Commuter Connections in a race to work, called as a sporting event. Illustrates how alternative commuting methods can save time and reduce stress and frustration.

Tag Line: Don't let your commute drive your life.

Comments:

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Bookends Campaign

Concept: This campaign uses two 15-second "bookends to promote Commuter Connections by having two young men/women discuss the advantages of their alternative commuting methods. Between the bookends will be a "spoof" commercial designed to attract listeners' attention and give them a chuckle. Together this will run as one 60-second spot.

Tag Line: It's what works for you.

Comments:

"Hey You" Campaign

Concept: An aggressive car radio gives an SOV commuter a one-to-one talking to on how to avoid spending so much time in traffic—call Commuter Connections and explore all the available options.

Tag Line: It shouldn't be work just to get there.

Comments:

Name: _____

Organization: _____

Make any comments next to each campaign idea, circle campaigns you would like us to develop further and fax to Dudnyk at (267)532-1203

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