

Doing Our Part Overview

Metro's Covid-19 Recovery
Marketing Campaign

Marketing
12/15/2020

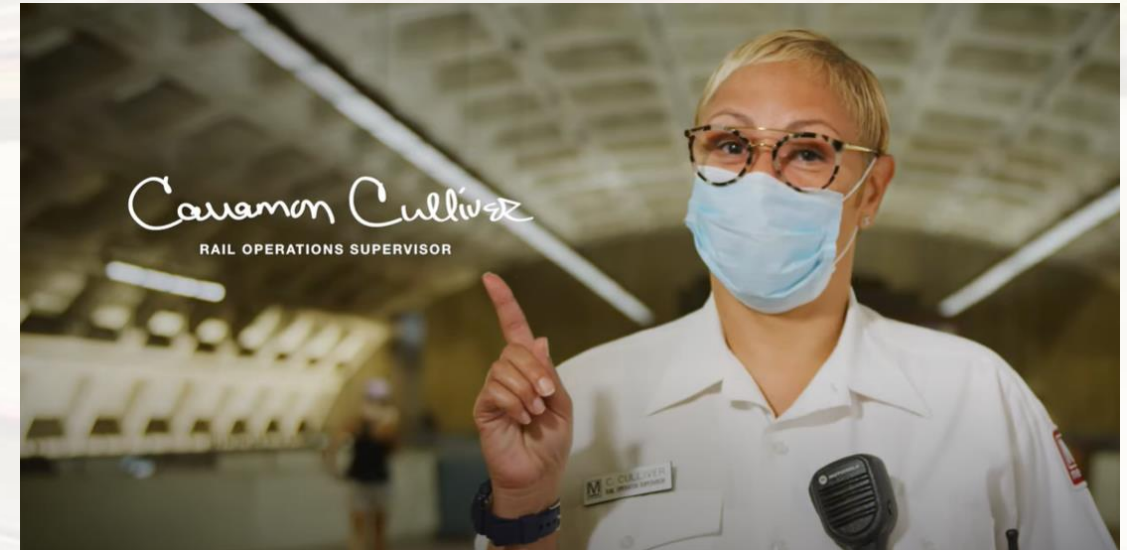


Executive Summary

- “Doing Our Part” is Metro’s Covid-19 Recovery Marketing campaign, reaching riders across all major channels, including TV, digital display, radio/ podcast, social media, and in-station network.
- The campaign messaging focuses on how Metro is “Doing Our Part” to keep the system safe for riders and employees during the pandemic, and also how riders can do their part to keep each other safe.
- The creative executions are in two main categories:
 - Metro’s Safety Measures: focusing on all the ways we are creating a safe environment in the system for riders and employees. These messages are mainly to reduce rider’s anxiety in returning to the system.
 - Encouraged Safety Actions: more tactical messages that encourage riders to take necessary precautions to keep each other safe. These messages are the main focus while riding the system.
- We’ll keep the campaign fresh through introducing new content, such as tying in Mobile SmarTrip® as a contactless way to ride, and evolving content based on new safety measures introduced or new measures riders can take.

“Doing Our Part” Campaign Overview

- Integrated marketing campaign across major channels:
 - TV: including broadcast and over-the-top (Hulu, Roku, etc.)
 - Digital Display
 - Radio: Spotify, Pandora, and podcast
 - Social Media
 - Owned media: in-system assets
- The main objective of the campaign is to reduce anxiety for riders.
 - This means showing them the safety measures we have in place, as well as encouraging actions they can take to keep each other safe.
- Campaign launched October 2020 and expected to run into 2022, while evolving along the way.



Messaging Strategy

Together, we can ensure the Metro system is safe for all.

- Enhanced cleaning with hospital-grade disinfectant
- Hand sanitizer stations placed throughout the system
- Working with area employers to adjust service accordingly
- All riders required to wear face coverings
- Wash hands before and after you ride
- Stay home if you're sick
- Use hand sanitizer
- Wear your face covering correctly, covering your nose and mouth
- Socially distance when on platforms and on trains/ buses

That's doing our part.

That's doing your part.

Customer Journey Through the Campaign

Decision to return to system

Not Riding

Consideration

Station Entry

Platform

Train/ Bus

Messaging Strategy

- Outside of our system, we'll focus on specific safety measures in place in order to reduce anxiety for riders returning to bus or rail.

- Upon returning to the system, we'll incorporate signage that enforces safety actions; also reducing anxiety by displaying the expected behaviors of all riders.

Channels

- TV
- Radio
- Digital
- Social
- Owned Web

- Retargeted Social
- Retargeted Digital

- Digital signage on escalators, mezzanines
- 2-sheets

- Dioramas
- 2-sheets
- Digital signage

- Bus Cards
- Rail Cards

Pre-System Return Advertisements

- These advertisements reach lapsed riders in high-impact channels to educate them on the safety measures we have in place.

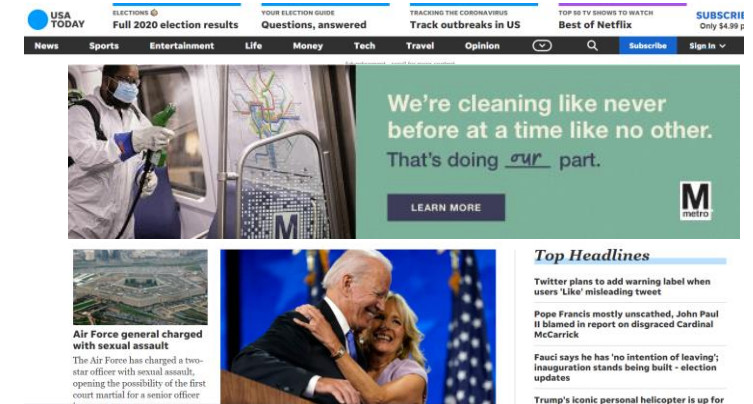


[TV Commercial #1: Staying Safe](#)

[TV Commercial #2: Staying Connected](#)

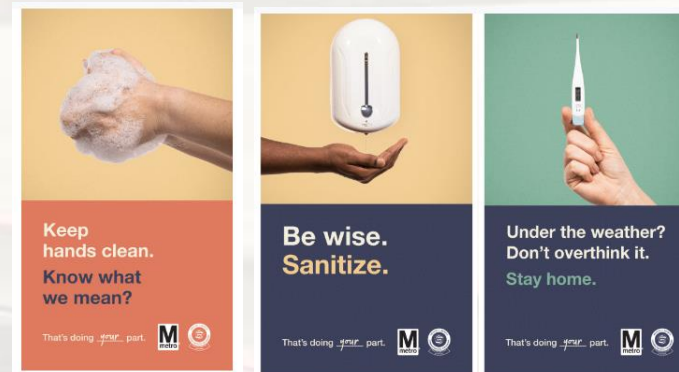
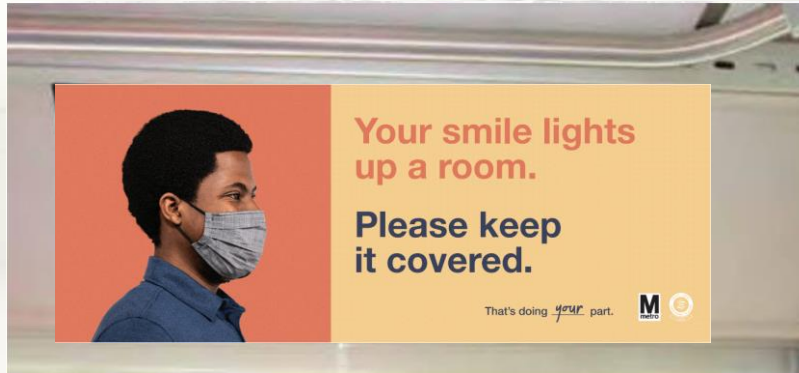


Social Media: advertising across Facebook and LinkedIn



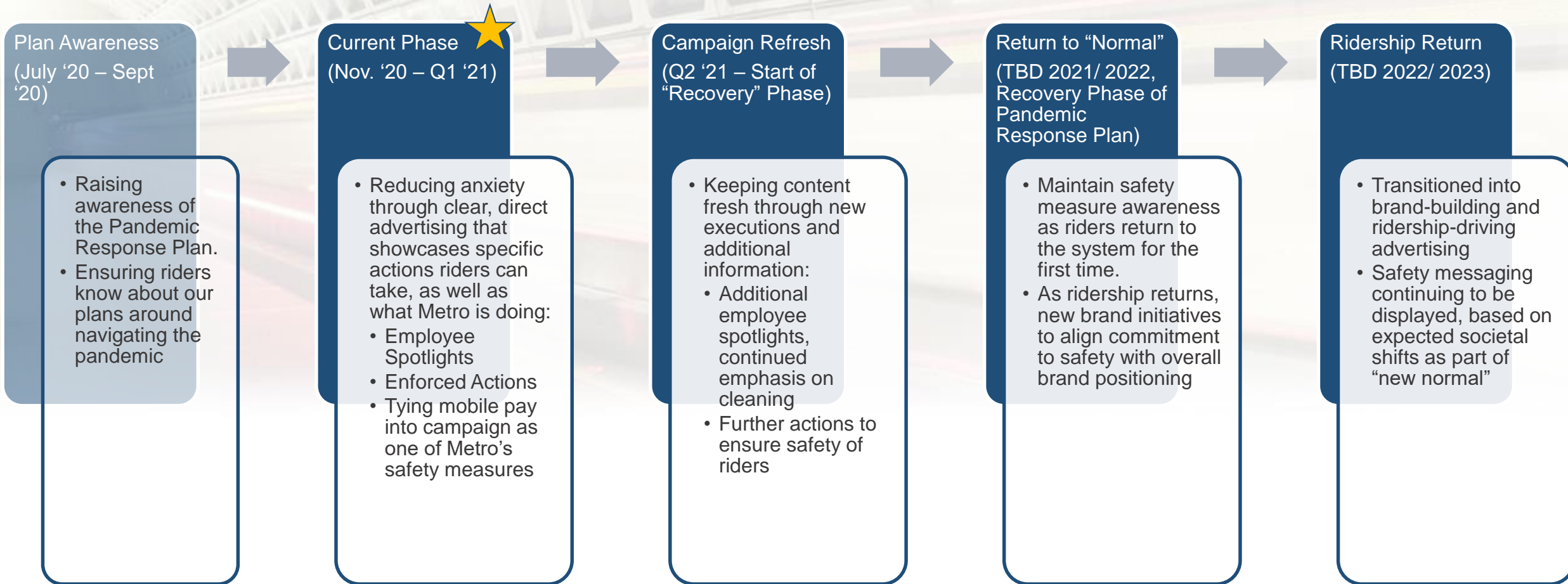
Digital Display Banners: from popular websites to YouTube videos

In-System Signage



- Our signage in-system is primarily enforcing actions riders should take to keep each other safe.
- We also include some signage focusing on Metro's safety measures to reinforce our commitment.
- Signage is displayed across our house inventory, from two-sheets, to dioramas, to bus and rail cards.

Evolution of Recovery Marketing Campaign



Creative Evolution of the Campaign

Short-term Updates (Through Q1 2021)

- Include Mobile Pay-related executions to tie-in as a contactless way to ride
- Identify other employees and/or processes that are crucial to preventing the spread of Covid-19 within the system

Long-Term Evolution (Into FY2022 and Beyond)

- Adjust messaging based on the evolving concerns of riders once a vaccine is widely available
- Shift from reducing anxiety to enticing riders to return



Appendix



“Doing Our Part” Media Plan Overview

Broadcast/ Cable 40% of spend

- Broadcast to include local stations such as WTTG, WDCA, WUSA, etc.
- Cable across popular channels across demographic, such as CNN, Comedy Central, ESPN, Food Network, etc.

OTT 20% of spend

- Includes all of the major players, such as:
 - Hulu
 - Roku
 - ESPN
 - Adobe network

Display Ads 20% of spend

- Verizon Media
- Teads (in-article content)
- YouTube
- Adobe Network

“Doing Our Part” Media Plan Overview (continued)

Digital Radio 10% of spend

- Spotify: audio and overlay
- Pandora: audio and overlay
- Podcast (Audiology): pre-roll and mid-roll with streaming

Social Media 10% of spend

- Facebook: in-feed advertising
- LinkedIn: sponsored content for DC professionals

Owned Media

- System Signage
- Owned Social channels

Campaign Weights in Owned Channels vs. Major Milestones

