

*Commuter Connections Regional TDM Marketing  
Group*

# HANDOUTS

From previous meeting

October 5, 2004

# DRAFT

## MWCOG FY 2005 Mid-Year Marketing Campaign Overview

October 5, 2004

Leveraging the intelligence gleaned from this past year's research and successes, NDW\* in conjunction with our partners at the Metropolitan Washington Council of Governments, is planning to promote and increase enrollment in Commuter Connections and affiliated programs, by utilizing the strategies and tactics stated below.

This year, in addition to being responsible for Mass Marketing, Guaranteed Ride Home, Telework and Telework Centers, NDW is also accountable for the Operations Center (including the quarterly newsletters, web services and maintenance, and Employer Recognition Awards) and Integrated Rideshare (kiosks) program budgets.

*The primary objective of this initiative continues to be to unify the various marketing tactics to create a "brand promise" for Commuter Connections as a complete solution for commuters seeking SOV commuting option.*

Principal strategies developed to achieve these objectives include:

- Discouraging SOV travel
- Increasing the appeal of HOV travel via ridesharing and public transit
- Encouraging the use of non-polluting options such as telecommuting, bicycling or walking
- Recognizing that early adopters have already converted, we are targeting appropriate commuters somewhat more aggressively than previously through edgier, "break through the clutter" advertising and direct mail creative
- Leverage the known influential factor of "frustration" as the creative change agent
- Reinforcing the high cost of gasoline and the cost-saving advantages of ridesharing

Advertising strategies are influenced by the results of this past year's advertising as measured by web site visits, calls to the toll-free number, GRH applications received and Rideshare applications received as well as a reduced media budget, and fewer creative contract dollars. Radio was selected as the primary communication vehicle for this campaign, since it is the most efficient way to target SOV commuters, specifically during "drive times."

As a result, we are planning to:

- Target commuters where they feel the pain and frustration of traffic most – in traffic with radio advertising
- Test / reinforce radio by using bus signs on routes on or near HOV lanes – and boast the benefits of ridesharing
- Sponsor 15-second rush-hour traffic reports through Total Traffic Network. Capture SOV drivers concerned with traffic delays.

\* NDW (formerly known as Dudnyk Advertising & Public Relations) is a Dudnyk Group of Marketing Companies marketing organization.

- Continue banner advertising on Mapquest and the WashingtonPost.com Metro Traffic page.
- Continue to place key word sponsorship links on Google and Overture Network. Visitors to the Commuter Connections site through these sites are highly valuable, serious prospects, as they are seeking information regarding our services.
- Leverage the direct mail test results for more targeted direct mail. The fall mailing will utilize the very successful self-mailer tactic, using the HOV message, a Mother and Child message and a “generic” benefit of GRH message (to be developed).
- Take advantage of opportunistic media events that target Hispanic families commuting within the Metropolitan Washington area. Design collateral materials in Spanish for distribution at such events or for mailers.
- Eliminate television advertising (as the high cost of this medium is not producing ROI for the investment. Media dollars will be reallocated for more and better radio, bus signs, etc.)

#### Kiosk Strategy:

We are continuing the strategy of having “ambassadors” set up near /at each InfoExpress Kiosk location at least once during the year. The ambassador will promote the kiosks for approximately 4-6 hours during optimum times when the malls have other special promotions occurring. The exception to this general strategy is at the Dulles Town Center. We are also advertising on-board the Ballston Lunch Loop bus that serves the mall from January through June. We are also reviewing the mall's promotional opportunities such as table tents, theater slides, and posters to encourage shoppers to trial the kiosks.

The following schedule for Ambassadors is being developed:

NOVEMBER: Thanksgiving weekend at Tysons Corner Centre and the Springfield Mall

DECEMBER: Tree Lighting Ceremony at Union Station  
Shopping Promotion at La Promenade in L'Enfant Plaza  
Table Tents / Poster at Manassas Mall

FEBRUARY: Valentines Day promotion at Reston Town Center

JANUARY through JUNE: Ballston Lunch Loop bus advertising

Other kiosk promotions to be determined in December 2004.