



**Metropolitan Washington Council of Governments
FY05 - 2nd Half (Jan - June '05) Marketing Campaign Summary**

DRAFT

With experience gained from previous campaigns and research, NDW in conjunction with the Metropolitan Washington Council of Governments staff, will continue to promote and increase enrollment in Commuter Connections and affiliated programs by utilizing the strategies and tactics stated below for the second half of FY05.

Programs that include components of marketing or promotional activity for Commuter Connections are Guaranteed Ride Home, Integrated Rideshare (Info Express Kiosks), Mass Marketing, Operations Center (quarterly newsletter and Employer Recognition Awards collateral) Telework, and Telework Centers. The primary objective of this continual initiative is to unify the various marketing tactics to create an overall "brand promise" for Commuter Connections as a complete solution for commuters seeking alternatives to SOV commuting.

Principal strategies developed to achieve these objectives include:

- Leveraging the emotional feeling of "frustration" in regard to traffic congestion as the creative change agent to discourage SOV travel and encourage mode change
- Increasing the appeal of HOV travel via ridesharing and public transit by reinforcing the high cost of gasoline and the cost-saving and time reducing advantages of ridesharing
- 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 call to action direct mail creative

Advertising strategies are influenced by the results of previous campaigns as measured by web site visits, calls to the toll-free number, GRH applications and Rideshare applications received. As a result, we will continue to employ the following tactics during the second half of FY 2005:

- Utilize radio as the primary branding vehicle for the Mass Marketing and Guaranteed Ride Home campaigns. Target commuters where and when they feel the most pain and frustration - during “drive times.”
- Place web banners on Mapquest and WashingtonPost.com Metro Traffic page.
- Place and augment key word sponsorship links on Google and Overture Network. Web visits through these sites are highly convertible prospects, as they are seeking out information pertinent to Commuter Connections related services.
- Drop GRH direct mailer in spring, leveraging results from previously successful self-mailer tactic (built-in application with postage paid return) with an HOV message, a Mother & Child message and a Personal Illness message
- Take advantage of opportunistic media events that target the Hispanic community
- Test bus back signage on commuter buses traveling on HOV lanes, boasting the “stress free” benefits of ridesharing
- Place GRH advertising in the New Homes Guide to target residents who must establish new commute patterns
- Increase awareness of Commuter Connections through negotiated PSA’s and public affairs interviews
- Use print advertising in the Wall Street Journal-Washington Metro edition along with radio in support of the Telework Centers
- Develop employer poster to support teleworking for placement at office work sites
- Support the Bike to Work Day registration with collateral materials, radio and HTML email
- Develop brochure and place radio spot to help drive enrollment in free Telework Workshops offered through COG
- Continuance of “ambassadors” set up at each InfoExpress Kiosk for promotional purposes to create awareness and use of the kiosks