

To: Marketing Planning & Legislative Committee

Date: February 24, 2015

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: Proposed Marketing Campaigns

Background:

So far this year the “Faces of County Connection” has been the main promotional campaign. Because most of the cost for this occurred last year, we still have a significant amount of funds in the promotions budget (around \$120,000 out of \$180,000). Staff proposes to launch two new campaigns before the end of the year. Objectives for the new campaigns are to increase awareness of County Connection, and promote the ease of mobile access to real time information. The APTA Adwheel award winners for the past two years were reviewed for ideas. Two promotions have been selected for your consideration; one a print campaign promoting mobile real time information (Toledo Area Regional Transit Authority); and the other a short video “we’re all in this together” (Kansas City Metro).

We have reached out to the transit operators who won award for these campaigns and have their blessing to copy the ideas using our buses, logos, and art. We’ll show the video’s at the meeting as well as send you the movie file. A copy of the Toledo promotion is attached.

Mobile Real Time - Print Promotion

This campaign will promote the ease of trip planning when using the mobile transit app that can be downloaded for free from County Connection’s website. This promotion will include a simple message presented through catchy phrases and bold lettering. Advertising will be placed on County Connection buses and at the seven BART stations in our service area. Digital formats will also be used in social media platforms.

Cost Estimate

- Design Fees: Include three catchphrases to use for BART, bus (int. & ext.) and 3-4 digital formats - \$5,000
- BART Ads: 2-Sheet size - 3 in each of 7 stations for 3 months - \$48,000
- Bus Ads: 3 King Kongs for 3 months - \$9,450 or 15 Kongs for 3 months - \$26,325

Total Cost - \$62,450 - \$79,325

"We're all in this Together" – Video for Cable/Digital Campaign

A general awareness campaign targeting commuters, students, and seniors will include production of (4) thirty second video clips to be used in a combination Comcast cable and digital media buy to span a three to four month period. The videos will also be appropriate for website and social media promotion.

Cost Estimate

- Production - four :30 videos - \$6,000
- Media buy - \$24,000-\$30,000
-

Total Cost - \$30,000-\$36,000

Financial Implications

The cost for the two campaigns ranges from \$92,450 - \$115,325 depending upon the amount of ad space and media buy. Funds are available in the FY 2015 Promotions budget.

Staff Recommendation:

Staff recommends proceeding with the two campaigns described.

Attachments

- 1) TARTA (Toledo) print campaign
- 2) King and King Kong bus ad sizes

station 2-sheets



Pictured from top to bottom
Ben & Jerry's 2-Sheet Poster;
Kind 2-Sheet Poster



about

2-sheet advertising builds brand recognition through strategic placement and unparalleled frequency. This colorful, eye-catching media form draws the attention of daily commuters, impacting them before they make important purchasing decisions. This traditional format is both cost effective and consistent across markets, lending itself to multi-market campaigns.

size

2-Sheet 46"H x 60"W

quick fact

145,000,000+
BART rides delivered in 2013

available on



source: bart.gov

LAMAR
TRANSIT ADVERTISING



KONG

Kongs circulate throughout the marketplace, impacting drivers at eye level. Daily exposure increases awareness and maximizes your ad dollars.

Size: Approximately 3'6" X 19'

LAMAR

TRANSIT ADVERTISING



KING KONG

King Kongs have wall-sized graphics that provide premium exposure opportunities in congested streets. This product provides exposure all day, everyday – it can't be turned off!


Size: Approximately 8' X 19'


TARTA Tracker

Exterior Bus Signage

RIDE  N TIME

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.

 TARTATRACKER.COM

Visit TARTATRACKER.COM or scan the QR code. 

ALWAYS KNOW 

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.

 TARTATRACKER.COM


Visit TARTATRACKER.COM or scan the QR code. 

TRACK YOUR RIDE 


VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.


 TARTATRACKER.COM

Visit TARTATRACKER.COM or scan the QR code. 

TRACK YOUR RIDE 

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.

 TARTATRACKER.COM


Visit TARTATRACKER.COM or scan the QR code. 

BUS LOCATOR 


VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.


 TARTATRACKER.COM

Visit TARTATRACKER.COM or scan the QR code. 

FIND YOUR BUS 

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.

 TARTATRACKER.COM

Visit TARTATRACKER.COM or scan the QR code. 

TARTA Tracker

Interior Bus Signage



INFORMATION HIGHWAY

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit TARTATRACKER.COM or scan the QR code.



NO BUS, WHERE ART THOU?

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit TARTATRACKER.COM or scan the QR code.



IT CAN RUN, BUT IT CAN'T HIDE.

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit TARTATRACKER.COM or scan the QR code.



IT'S GO TIME

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit TARTATRACKER.COM or scan the QR code.



LOCATION, LOCATION, LOCATION.

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit TARTATRACKER.COM or scan the QR code.



WHAMP, THERE IT IS!

VISIT TARTATRACKER.COM TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit TARTATRACKER.COM or scan the QR code.

