



III. : KEY MARKETING TACTICS FOR 2006

III A



i. Lead Service: YRT

Express 407

Tactic	Express 407: Maple
Objective	Rapid transit to work option
Target	Office goers- current riders; potential riders
Challenges and Opportunities	• New 407 service launched as a result of others success • Service can't keep up with the demand • Don't chase riders if we can't service demand • Promote 'improving quality of life' story • Target communities along the route
Positioning and Message	The easy way to 'express to work' A 'good news story'- a family success story
Program Plan/Media	Newsletter; website Targeted print piece e-mail to office lists (permission from employers)
Other options	Targeted mail drop of flyers Posters in office buildings; Elevators; ENN
Budget	\$2,000.00
Timing	March-April 2006

III B



ii. Lead Service: YRT

Mobility Plus

Tactic	Mobility Plus
Objective	Demonstrate community commitment Communicate change-in policy(24 hr notice etc)
Target	People with disabilities- new and existing users Community and opinion leaders
Challenges and Opportunities	Train section of target to ride regular transit
Positioning and Message	YRT is the enabler for a better quality of life
Program Plan/Media	Mobility Plus News; Brochures; Applications Customer Satisfaction Survey
Other options	Posters/flyers in community centers announcing policy changes Training target to use regular transit- direct/e-mail to users
Budget	\$62,000
Timing	January-April-August-December 2006 Customer Satisfaction Survey: October 2006

III C



iii. Lead Service: YRT

Wonderbus

Tactic	Wonderbus Express
Objective	Demonstrate community involvement Promote use of public transit for 'fun' uses
Target	Families- residents and visitors to York
Challenges and Opportunities	Runs on weekend and holidays + seasonal service, low usage Leverage partnership with Wonderland
Positioning and Message	Better quality of life in York A stress free way to enjoy a family fun day
Program Plan/Media	Posters in community centers; libraries; feature in newsletter; on website Employee package
Other options	Wonderland promotional material- brochures; tickets; passes; posters; radio; TV ads in exchange for Bus interior/exterior advertising space; Co- promotion with Wonderland; ide the Wonderbus and one luck family per bus wins free entry (or 50% off) Co-promotion with local hotels Flyers/Posters in schools Link on Wonderland website/button on website
Budget	\$4000/-
Timing	May to July 2006

III D



iv.	Lead Service: YRT	School Specials
Tactic	School Special	High school Grade 5
Objective	Promote early adoption of transit as an option	
Target	High school students Parents of Grade 8 students Grade 5 teachers (to utilize BusIT curriculum units)	
Challenges and Opportunities	Convince parents of the viability, safety and convenience Overcome 'loser cruiser' image for kids	
Positioning and Message	Monthly Freedom Pass- gets you around anywhere you want to go Get your own wheels in high school	
Program Plan/Media	Direct packages delivered to students in schools to take home to parents Teacher promo piece for Grade 5 students	
Other options	DM to parents On-line contest: ride YRT-Viva, collect points and win prizes (cool gear; free pizza, drinks etc)	
Budget	\$102,000/-	
Timing	Grade 5: April-May 2006; Grade 8: June 2006; Grade 9: September 2006	



v. Lead Service: YRT

50¢ to GO

Tactic	50¢ to GO
Objective	Make transit a more attractive option than driving
Target	Drivers and infrequent riders
Challenges and Opportunities	Showcase control and convenience A great economy story at today's gas prices
Positioning and Message	A faster, cheaper and more convenient option to driving
Program Plan/Media	GO station posters; flyers at ticket counters; feature on website, distribute flyers at parking lots
Other options	Ads on GO tickets; Co-promotion with GO
Budget	\$10,000/-
Timing	April-May 2006



vi. Lead Service: YRT and Viva

Trip planning

Tactic	Trip planning
Objective	Showcasing the ease of taking the service
Target	Current and potential riders
Challenges and Opportunities	Get non users excited about it Reduce the unpredictability and unfamiliarity of public transit A chance to bring public transit within the 'riders' control
Positioning and Message	Transit in your control Getting around York in two easy steps
Program Plan/Media	Feature prominently on Website; Highlight in all communications materials; advertorials, posters, flyers, newsletters, e-newsletters
Other options	Game on the website to attract interest and generate buzz Viral spread of game Feature on Radio and Community TV Mass awareness and education campaign: Light pole banners, banner ads in community and regional newspapers, web banners targeted at people visiting MapQuest and Google Map, bus shelters, on board ads, bus boards (side/back) Print on back of traffic tickets; gas station receipts, grocery bags
Budget	\$ 80,000/-
Timing	Launch in April 2006



vii.	Lead Service: Viva	University Special
Tactic	University Special	Student Promotion
Objective	Promote loyalty, encourage increased usage, postpone graduation to a car	
Target	University/College students- York and Seneca	
Challenges and Opportunities	Image of public transit Increasing usage	
Positioning and Message	Graduate to independence with Viva Encourage increased usage- Class, job, friends, football games, parties, movies...	
Program Plan/Media	Promotional packages; frosh kit with free ride ticket; campus posters and flyers; e newsletter	
Other options	viral e-campaign; contest; frosh week courtesy ride with purchase of xyz; hop on-hop off pub crawl; washroom posters	
Budget	University Promo Kit: \$75,000/-	
Timing	August through October 2006	



viii. Lead Service: Viva

Community Outreach

Tactic	Community Outreach
Objective	Building service familiarity Promoting unique new transit service
Target	Community at large- drivers; opinion leaders, influencers
Challenges and Opportunities	List of events to attend; manpower; collateral material
Positioning and Message	Unique transit experience -Viva Features, benefits, cool, new innovations Transit is a better option to driving
Program Plan/Media	Team Viva/Team Transit at team at events; Posters; Flyers; Promotional material; Community safety village
Other options	Kiosk; standard booth at events; a simple promotion/contest to win small branded gifts
Budget	\$193,000/-
Timing	Ongoing



ix.	Lead Service: Viva	Business relations
Tactic	Business relations	
Objective	Encourage businesses to motivate employees to choose transit	
Target	Business in York region Criteria to be set	
Challenges and Opportunities	Getting employers to step up No incentive to do so	
Positioning and Message	Viva is the new and trendy way to get to work It's a win-win for everybody	
Program Plan/Media	Information packages to businesses; Trade magazines; business directories Business kits Ads in Directories, Chambers of Commerce Newsletters e-communications	
Other options	Contest/promotion: administrative staff	
Budget	\$101,000/-	
Timing	On-going	



x.	Lead Service: Viva	Acquire new riders
Tactic	Acquire new riders	
Objective	Convert drivers to riders Build on the momentum of current efforts	
Target	Drivers: Women; Office workers; Students; Immigrants	
Challenges and Opportunities	Changing ingrained behaviour Amidst challenging weather, during winter Rising gas prices Offer a better alternative to difficult driving conditions	
Positioning and Message	Viva- transforming life in York “This is what makes Viva a great transit experience” Personal benefits; Innovations; Image	
Program Plan/Media	Public education and persuasion campaign Paid media- select combination of print, TV, outdoor and e communication Assets- Light poles, Bus shelters, Kiosks, Bus boards	
Other options	‘Viva Wednesdays’ aimed at office workers to induce trial <i>Try Viva on Wednesdays and enjoy a coffee and a muffin on us</i> <i>Hop on –Hop off</i> to promote off-peak travel to increase usage occasions Use Viva to shop, visit, meet friends and any thing else you want to do	
Budget	\$650,000/-	
Timing	February – April 2006 September – November 2006	



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