

2007 Marketing & Communications Activities



NEW BUS GRAPHICS



CUSTOMER APPRECIATION DAY



CONNECT CAMPAIGN



YOUTH ON-BOARD

2007 MARKETING & COMMUNICATIONS ACTIVITIES

PROGRAMS

Business Benefits Program
Youth On-Board (YO! Program)
Community Safety Village
Driver Communications Program
Brand Refresh Program

COMMUNICATION ACTIVITIES

Route Maps
Navigators (Route Schedules)
MY Transit Newsletters
Mobility Plus Newsletters/Applications
Grade 8 Transit Info Brochure
Public Info Centres
Targeted Route Communications
Fare Change Communications
Ethnic Advertorials
New Service Launch Events

COMMUNITY OUTREACH

Fairs/Festivals
Customer Appreciation Days (2)
Mall Outreach Program
Santa Clause Parades
Business Events
Student Orientations
Seniors Events
Ethnic Events

MARKETING CAMPAIGNS

Student SMS Contest (Text Message/Web)
One System – connect campaign
Go Green Ride Blue – Clean Air Day
College/University Engagement
RideQuest (Trip Planning/IVR)
Light pole banner campaign (4x year)

MARKET RESEARCH

Qualitative and Quantitative Market Research
Customer Satisfaction Survey Follow-up

WEBSITE

Launch improved YRT/Viva website
Launch RideQuest – click (online trip planner)
Customer Communications Database
Web alerts