

Viva 2005 COMMUNICATION PLAN

Communication Task	PRE LAUNCH																		LAUNCH Viva									POST LAUNCH																																																																												
	Shelter Launch						RTV Launch						Fare Launch						VIVA SERVICES LAUNCH									WORK PROMOTION																																																																												
Target:Primary 15-45	MAR			APR			MAY			JUN			JUL			AUG			SEP			OCT			NOV			DEC			Total 2005																																																																									
	28	7	14	21			25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	1	7	14	21	28	5	12	19	\$																																																														
PR	←→						←→						←→						←→						←→						←→																																																																									
Web Site	←→																																																																																																							
Events	X						X												X												Community education- Route/Service +Work Promotion																																																																									
Information Kiosks	←→						←→						←→						←→						←→						←→																																																																									
107 Light Poles	←→						←→						←→						←→						←→						←→																																																																									
YRT Inside Bus Panels /Bus Shelters													←→						←→						←→																																																																															
PUBLIC EDUCATION THROUGH PAID MEDIA																																																																																																								
Print																																																																																																								
Community Newspapers	First Of The Month Viva Community Update																																										Launch	First Of The Month Update/ Office Promotion																																																												
EG.Economist and Sun, Era, Citizen, Liberal -PG Dominant 4 cl		x					x					X				x				X	X	X	X				X	X	X		X			X			X			200,000																																																																
Full Page 4cl Launch ads																																											X	X	XX	XX																																																										
Inserts																																											X																						X																																							
Broadcast																																											Target Commuters in Peak Driving Periods																																																													
Radio-680 News Traffic Reports																																																																															20,000																									
Community TV : TV Listings																																																																														10,000																										
Cinema: Digital slides -spots																																											Ideal vehicle to talk to teens and young adults																																																													
																																											X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	60,000																											
Out-Of-Home																																											Building Viva Brand Presence and Ubiquity																																																													
Transit Shelters-Highway 7-Yonge St.																																																																																						35,000																		
Go Train Platforms																																																																																						5,000																		
Posters-Highway 7 -Yonge St																																																																																						30,000																		
Mall Posters																																																																																						20,000																		
Flash Media																																																													Posters in Mom & Pop Convenience Stores																									20,000																		
Community Centre Media: Posters/ Rink Boards etc																																																																																						15,000																		
Tactical																																											Talking Directly to Tactical Targeting Opportunities																																																													
Campus :Posters/Newspaper																																																																																						25,000																		
On-Line																																																																																						20,000																		
Ethnic																																																																																						30,000																		
Total Media																																																																																						490,000																		

	Launch Awareness August-October
Objectives	• Focus \$ to drive wide and immediate awareness to ensure Viva Brand ubiquity - Minimum of 60% of York citizens will be aware of Viva
Strategies	• Public Education Through Multi Media: ◦ Build Reach ◦ Brand Presence • PR • Kick Off Events
Media	• Community Newspapers ◦ Launch with a Big Splash ◦ Full Page ads ◦ Promotions ◦ FSI's by FSA to give families an all inclusive "keepsake" info piece • Radio: ◦ 680 News Traffic Reports ◦ Directed at adult drivers stuck in traffic experiencing grid lock angst • Rogers TV Listings: efficient • Cinema: Prime place to reach teens and young adults, coincides with Summer movie blockbuster time = increased attendance • Out-Of-Home: ◦ Primary Role of Out-of-Home media is to make Viva ubiquitous amongst all our targets, multiple, repetitive exposures ◦ TSA's follow routes, talk to teens, young and older adults, walkers, commuters and drivers and HW 7 workers, billboards /murals along routes ◦ YRT buses-reinforce that these are not just ordinary buses i.e. promote WIFI -reaches users and drivers ◦ Mail Posters: Heavy Back-to-School mall usage by woman and teens ◦ Flash Media: Intersect our targets at convenience stores can also focus ads on Highway 7 corridor: teens, parents, workers ◦ Go Train Platforms: small investment behind current commuters to make aware of alternative option ◦ Community Centre Media: capitalize on media available to reach most of our targets: Fitness Centres, Pools and Rinks ◦ Tactical efficient ideas: Elevators, Workplace Bathrooms etc. • On-Line ◦ Geo-Demo targeted e-mail blasts and banners, reaches youth, the techno- savvy and workers • Campus ◦ Talk directly to College & University Students in campus newspaper and posters • Ethnic ◦ Talk to core ethnic groups within York region in their own language via Ethnic media and/or Direct media

	Post Launch Grow, Sustain, Familiarize Nov-Year End
Objectives	• Maintain General Awareness and Information • Institute tactical campaign against workers
Strategies	• Continuity to act as constant reminder and sustain awareness • Promotions to keep interest high and to talk tactically to key targets • PR
Media	• Community Newspapers ○ Sustain awareness ○ Monthly info/update advertorial ○ Work promotion Work place Media continuation to encourage conversion