

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: March 26, 2008

SUBJECT: 2008 TTC MARKETING COMMUNICATIONS PLAN

ACTION ITEM: **INFORMATION ITEM:** x

RECOMMENDATION

It is recommended that the Commission receive the 2008 TTC Marketing Communications Plan for information.

FUNDING

Funding for delivery of the 2008 Marketing Communications Plan has been included in the 2008 TTC Operating Budget.

BACKGROUND

The Marketing Communications Plan outlining the TTC's advertising and promotion programs for the upcoming year is developed during the annual budget cycle and includes campaign planning, development and implementation of internal and external media.

For 2008, the plan's main goal is to promote ridership through customer focused marketing and promotion of various TTC products and services. The strategy to achieve the continued commitment of increased customer communications is through the delivery of a blend of ongoing programs along with new campaigns and initiatives designed to increase awareness of the economic, convenience and service benefits of transit to TTC riders. See Appendix A for the schedule of 2008 campaigns.

DISCUSSION

Marketing communications for a range of messages to various target audiences is mainly delivered through print transit system campaigns consisting primarily of interior and exterior posters, brochures and Metro newspaper ads as well as electronic media such as subway public address announcements, platform video screen messages and the TTC website.

The 2008 plan includes seven campaigns and approximately 20 other print communication programs. A typical campaign includes approximately 4,000 to 6,000 posters to provide system wide coverage in the TTC's 69 subway stations and all of its subway and surface

vehicles. If a brochure is part of the communications package, up to 110,000 copies are required for distribution to TTC customers. Planned marketing campaigns and programs are grouped by their message focus into four categories as follows: Product, Promotion, Education and Information.

Product

The Product category focuses on the various passes available to riders, specifically the Day Pass, Metropass, Metropass Discount Plan (MDP) and Weekly Pass. Four transit advertising campaigns are developed and executed throughout the year to drive fare sales by highlighting pass convenience as well as the cost savings, ease of use and environmental benefits of using transit.

Promotion

The Promotion category includes several programs that focus on the growth of off peak and weekend ridership. Six "See It Your Way" brochures along with four City of Toronto Special Events and tourism initiatives promote taking the TTC to various events such as major city exhibitions, fairs, parades, shows and sporting events. The Major Ad campaign provides the TTC with an opportunity for an external media advertising campaign to enhance the TTC image and encourage transit use.

Education

The campaigns and programs in this category provide educational information to customers so they have a better understanding of the transit system and how it works. Examples include various ongoing safety and security initiatives, the introduction of new services such as Bike Racks on buses as well as readily available sources of TTC maps and information: TTC telephone information line, the TTC and toronto.com websites as well as the Yellow Pages directories.

Information

Programs in the Information category are designed to create awareness of new TTC products and/or services and encourage their use. Examples include a customer handout that provides guidelines for the use of the transferable Metropass and Weekly Pass and the photo identification requirements. Also included in this category is the campaign planned to launch the new TTC website.

JUSTIFICATION

The 2008 Marketing Communications Plan has been developed to communicate the benefits of the TTC products and services to various target markets through product, promotion, education and information campaigns and programs. Customer benefits derived from

marketing communication efforts include improved communications and increased awareness of TTC products and services. Benefits to the TTC include increased customer satisfaction and the potential for increased ridership and revenue.

March 10, 2008

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Attachments

Appendix A

2008 Marketing Communications Plan

January	February	March
<ul style="list-style-type: none"> • Yellow Pages 2007 • Reducing Subway Passenger Incidents 2007 	<ul style="list-style-type: none"> • MDP Benefits (applications/backers) • MDP Benefits • Time Based Transfers 	<ul style="list-style-type: none"> • City of Toronto Tourism • See It Your Way
April	May	June
<ul style="list-style-type: none"> • New Product • Website Redesign 	<ul style="list-style-type: none"> • City of Toronto Special Events • Day Pass Benefits • Security- Transit Related Crime Prevention 	<ul style="list-style-type: none"> • Bike Racks • City of Toronto Tourism • Pollution Probe • Ridership Growth • See It Your Way
July	August	September
<ul style="list-style-type: none"> • See It Your Way • Transferable Pass Card • VIP • Yellow Pages 	<ul style="list-style-type: none"> • Safety #1 • Student Card School Program • Weekly Pass Benefits 	<ul style="list-style-type: none"> • City of Toronto Special Events • Major Ad • See It Your Way
October	November	December
<ul style="list-style-type: none"> • Security- Operator Assault • Security-System Security Features • Student Discount Card • TTC Memorabilia 	<ul style="list-style-type: none"> • Image/Advocacy • Safety #2 • See It Your Way 	<ul style="list-style-type: none"> • Metropass Benefits • Security- Special Constables • See It Your Way