

# *Agency Advertising and Marketing Plan*

*Strategy, planning & campaigns*

10/17/2019

# *Why we are here*

- Provide 2019 marketing plan overview
- Review goals, audience & strategy for key business drivers
- Provide information, no action is required

# *Sound Transit marketing program*

## *A multi-functioned division*

- Advertising (including sports partnerships)
- Event marketing
- Digital marketing (web/social/email)
- Visual design for system expansion, rider information & signage, marketing
- Video production

# Why advertise?

## *Investing in advertising and marketing :*

- Increases ridership
- Increases brand awareness region-wide
- Increases awareness of the value of public transit
- Increases awareness of construction progress and system expansion

# Consistent advertising budget for 6 years

## An average of no more than \$1.3 million a year

- Annual **advertising budget** has been \$1.3 million for the past 6 years
- Advertising budget represents less than 0.37% of the annual transit operating budget
- ST ad **sales revenues** in 2018 was \$1.7M

**\$1.3M**  
AD BUDGET



**\$1.7M**  
AD SALES REVENUE



# ***Establishing a baseline of awareness***

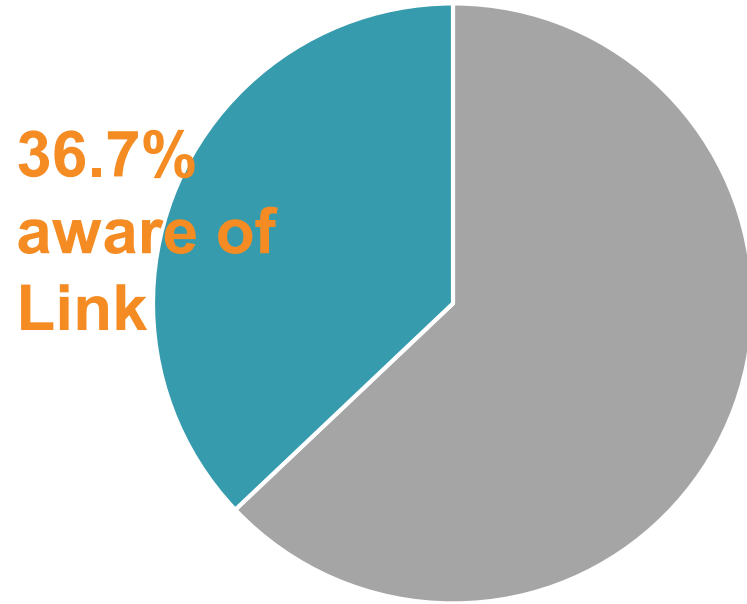
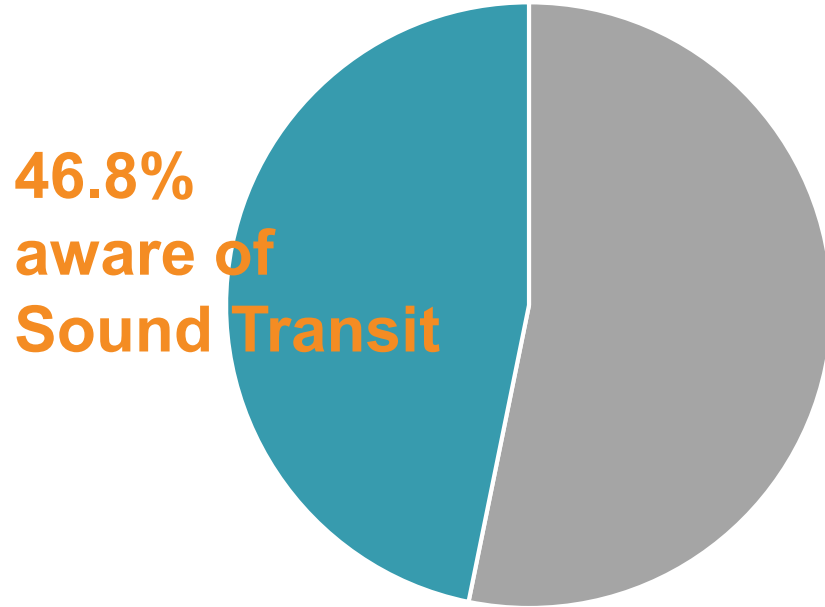
## ***Conducted an online survey this spring***

- Frequent, occasional & non-riders
- Evaluated differences in awareness & perception

## ***Perceived benefits & opportunities for Sound Transit***

- Frequent riders are more likely to use Sound Transit for part of their commute, occasional riders are special event-focused
- Favorability: Overall Sound Transit received the highest rating, second only to Washington State Ferries
- One reason people cite for riding is they perceive Sound Transit as a “reliable form of transportation”

# *Unaided awareness indicators*



# *Strategy & planning 2019*



# Goals based on business objectives

## Goal 1: Drive business results: Retain current riders & attract new ones

- Strategy: Annual advertising campaign
- Strategy: Transit to the game campaign
- Strategy: Connect 2020 awareness



# *Building brand awareness & value*

## *Goal 2: Preserve & enhance Sound Transit's reputation & support for public transit*

- Strategy: Professional sports partnerships
- Strategy: Progress & value campaign

*Northgate to downtown in 14 min*  
*Opening 2021*

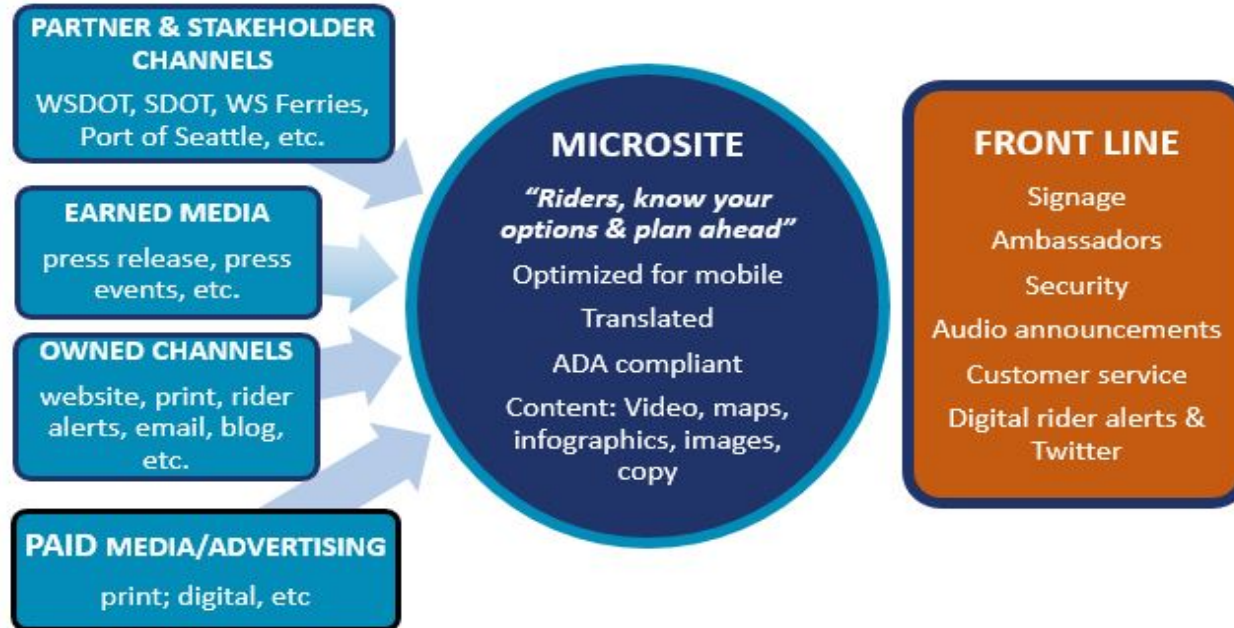


**SOUNDTRANSIT** / Powering progress



# Campaign for Connect 2020 awareness

November 2019 through March 2020



# *A focus on current and potential customers*

## *1. Current customers*

## *2. Potential customers:*

- “Leisure” riders (non commuters who could choose to ride transit during non-peak)
- Tourists/visitors
- People considering commuting by transit (most often triggered by a change – move, new job, etc.)

## *3. People who may not use transit, but pay for it*

# ***Media channel mix***

## ***Video, including: Hulu, YouTube & cinema***

- Hulu
- YouTube
- Cinema

## ***Digital & digital audio***

- Pandora & Spotify, among others
- Website ads
- Facebook, Instagram & Twitter

## ***Outdoor: Sea-Tac Airport & transit***

## ***Diversity, multi-language: print, digital & radio***

# *Planning for the next 5 years*

## *2020: Post-Connect 2020*

- Goal 1: Attract and retain riders; focus on win-back strategies
- Goal 2: Preserve & enhance Sound Transit's reputation

## *2021: Northgate, Roosevelt & U-District stations open*

- Goal: Attract and retain riders; focus on bus-rail connections & ridership acquisition campaign
- Strategy: Enhance Sound Transit's reputation, focus on station opening activities

# ***2021 - 2024: Ridership development***

***Tacoma Link Hilltop, Eastlink, Federal Way, Downtown Redmond, Lynnwood & Stride BRT openings provide opportunities***

- New rider acquisition
- Help current and new riders navigate transfers between bus & Link

*Thank you.*



 [soundtransit.org](https://www.soundtransit.org)





## ***APPENDIX***

***Annual campaign examples: Rider  
retention/awareness***

DN 9 · WELCOME TO TELEPORTATION STATION

	SEA	»	RED	•	TAC	»	UDI
	EVE	»	BEL	•	PUY	»	SEA








 **SOUNDTRANSIT**

The **FUTURE**  
is **SOUND!**