

Marketing Update

Operations Committee

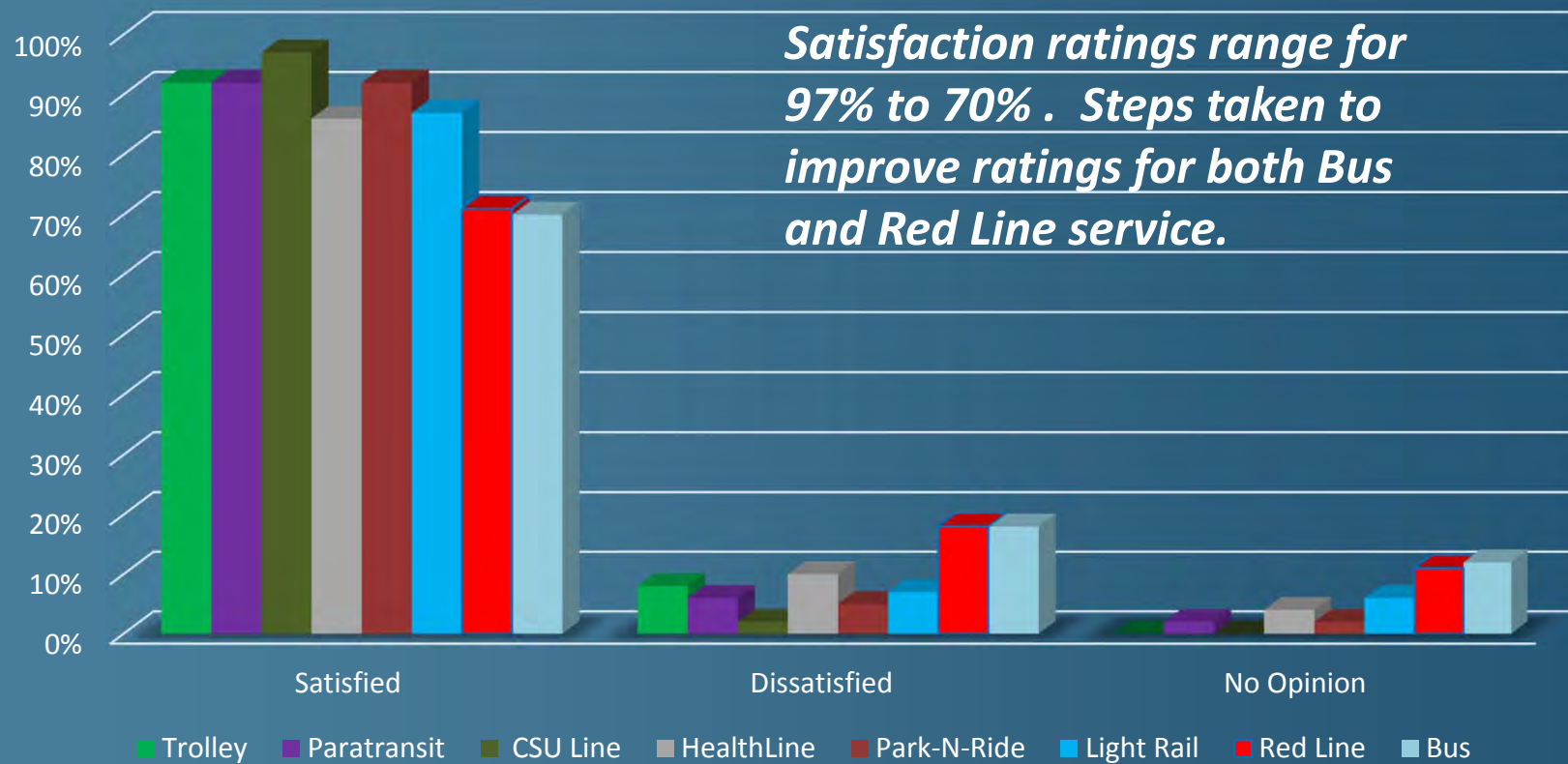
April 5, 2016



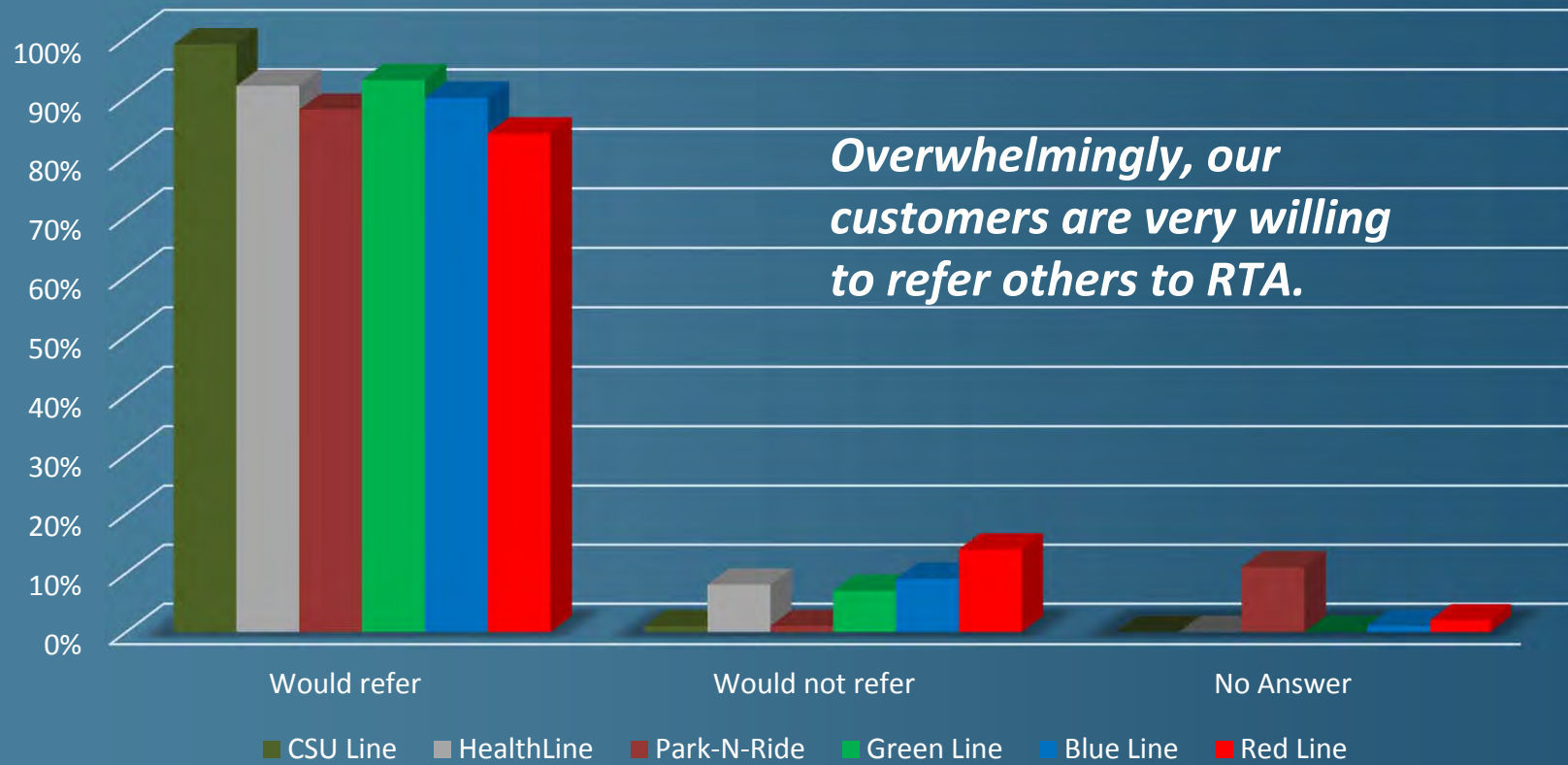
Vital Few Objective:

Strengthen existing customer relationships by improving our customer's overall riding experience.

Satisfaction with Service



Would Refer Others to RTA



Vital Few Objective:

Maximize ridership growth targeting work trip commuters, millennials, special event riders.

Targeting Work-Trip Commuters



Direct Mail Campaign – Targeting CSU Line and #135 North Royalton routes



Targeting Special Event Riders

July 4th Family Fest



St. Patrick's Day



Cleveland
International Film
Festival



The Feast



Targeting Special Event Riders



Cavalier Basketball



Browns Football



Tribe Baseball

Targeting Millennials

Summer Tour Events – Wade Oval Wednesdays, Edgewater Live & Tribe Baseball



Targeting Millennials



Student Advisory Council



Search the City Scavenger Hunt




Brite Winter Festival




Bike to Work Day Sponsorship

Targeting Millennials Digital Advertising

 Greater Cleveland Regional Transit Authority
Sponsored · 🌐

Win a behind-the-scenes tour of Progressive Field, dinner and a movie, and more!



Ready to rock and ride?

RTASUMMERTOUR.COM [Learn More](#)

👍 68 💬 4 📄 2

Like Comment Share

 Greater Cleveland Regional Transit Authority
Sponsored · 🌐

Say arrivederci to Little Italy parking! Open 7 days a week, with trains every 15 minutes.

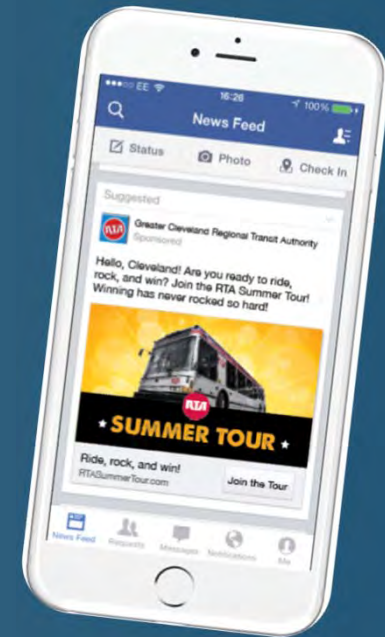


Ride RTA to Little Italy!

WWW.RIDERTA.COM [Learn More](#)

👍 681 💬 26 📄 109

Like Comment Share



Used Sweepstakes to Hook Audience; Discounts to Engage.

Greater Cleveland Regional Transit Authority



SHOW YOUR RTA FARECARD AT ANY OF THESE LOCATIONS AND GET EXCLUSIVE VIP DEALS.



ROCK AND ROLL
HALL OF FAME + MUSEUM™



Cleveland Museum of
NATURAL HISTORY 



Greater Cleveland Regional Transit Authority



2016 Marketing Campaign

Greater Cleveland Regional Transit Authority

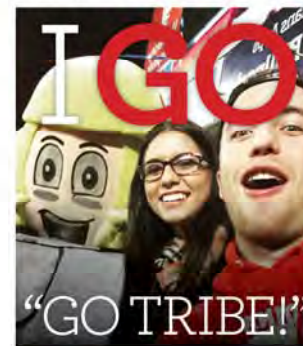


IGORTA

This campaign enthusiastically celebrates connectivity. Specifically, how RTA is your link to all the happening things happening in #TheLand. With a simple and fun tone, we'll tell personalized stories that take advantage of the at-the-moment storytelling style of social media. And wrap it all up with a catchy pneumatic mantra: **I GO RTA.**



IGORTA TO LITTLE ITALY 



"GO TRIBE!"



IGORTA TO 
WEST SIDE MARKET



2016 Marketing Campaign

Objective: Build awareness of the “I Go RTA” campaign in order to educate potential riders on the benefits of RTA and encourage trial to ride instead of drive.

Target Audience: College students, young professionals and young families

Time Frame: May – October

Media: Cable TV, Radio, Digital, Direct Mail

IGORTA

TV/Video :15

VO:

*I go RTA
When I want a cannoli
Drop it off at my Nana's
and she's like, "holey moley"*

*Then I go RTA
To play frugal gourmet
Make a tasty entrée
For tonight's soiree (Hey!)
I go RTA...*

ANNCR:

Tell us where you're going.
Hash tag I GO RTA.



IGORTA

TV/Video :15

VO:

*I go RTA
Down to my 9-to-5
Take a nap on the way
'cause I don't have to drive*

*Then I go RTA
for a lunchtime 'wich
Then down to the game
To catch the first pitch
I go RTA...*

ANNCR:

Tell us where you're going.
Hash tag I GO RTA.





IGORTA

Radio :15

VO:

*I go RTA
To work each day
Now parking and gas
Are two things I don't pay*

*Then I go RTA
To the airport Friday
It's the easiest way
To start my vay-cay
I go RTA...*

ANNCR:

Tell us where you're going.
Hash tag I GO RTA.

Radio :15

VO:

*I go RTA
To school everyday
Not driving in traffic
So I can stud-day.*

*Then I go RTA
To meet up with my peeps
Saved a bit of money
So the pizza's on me
(well, not all of it)
I go RTA...*

ANNCR:

Tell us where you're going.
Hash tag I GO RTA.



DM

IGOFREE FOR AN ENTIRE WEEK.



Ut reves ad modis re sapia diae. Uptatio.
Lupram fugias. Ulfam, que vult que
si an sequi sunt od' somnata
vrat retum ad enihari sed
utemper oreovit alit lam
remquam, accessequa
vendunt delacite
dem reperfo
rundovert

RTA
GO
PASS

ONE WEEK FREE
VALID MAY 2-9

Ut reves ad modis re sapia diae. Uptatio. Lupram
fugias. Ulfam, que vult que si an sequi sunt od
somnata vrat retum ad enihari sed utemper oreovit
vrat retum, accessequa vendunt delacite dem
reperfo rundovert somnata delacite, quater somnata apud

IGORTA **RTA**



WE
GO
RTA

OFFICIAL PARTNER

Partnership decal



Partnership
coaster





Shelter Signage

IGORTA RTA

I GO “GO TRIBE!”

I GO RTA TO PROGRESSIVE FIELD

I GO GUACAMOLE

I GO RTA TO MOMOCHO

I GO GLOW

I GO RTA TO CLEVELAND BOTANICAL GARDENS

I GO ROCK ‘N ROLL

I GO RTA TO THE NORTH COAST

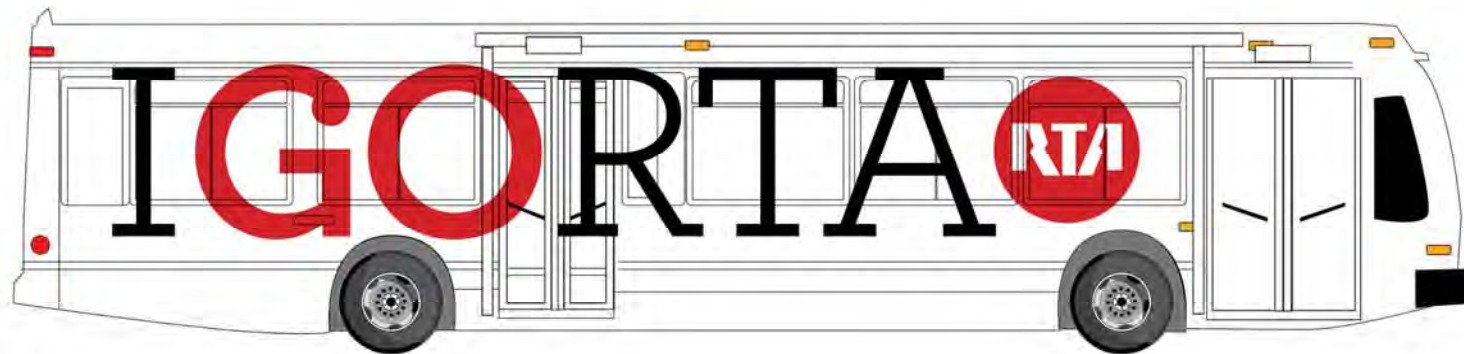
I GO WINE & GOLD

I GO RTA TO THE Q

I GO ANYWHERE

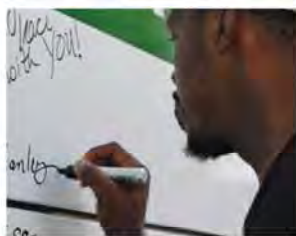
I GO RTA TO CLE AIRPORT





Sign The Bus

With members of the street team on-hand, we'll let people autograph the community bus at events. So by the end of the campaign, every single person in Cleveland (rough estimate) will have engaged with RTA.



I Go Anywhere Bus

All aboard the "I Go Anywhere Bus"! Let's pick up random college students at bus stops for a fun, buzz-worthy daytrip through Cleveland on our community bus. Students will have no idea where they're about to go. They may get ice cream. Enjoy lunch at Melt. Go to a Tribe Game. Or hit the beach for Edgewater Live. And all the mystery and excitement will be captured and edited into a shareable online video.




I Go RTA Prize

We'll create buzz by holding a contest where one lucky rider will get picked up at their home by the community bus. With a handful of friends, they can take Cleveland by storm and wrap up their day at a concert, game, or event.




Display Ads

I GO
BANDS IN
THE SAND.



I GO RTA TO
EDGEWATER LIVE

LET'S GO!



I GO "GO TRIBE!"
I GO RTA TO PROGRESSIVE FIELD



I GO BANANAS.
I GO RTA TO THE CLEVELAND METROPARKS ZOO

I GO FOR TACOS.
I GO RTA TO EAST FOURTH STREET



I GO GAUGUIN.
I GO RTA TO THE CLEVELAND MUSEUM OF ART. 

Greater Cleveland Regional Transit Authority





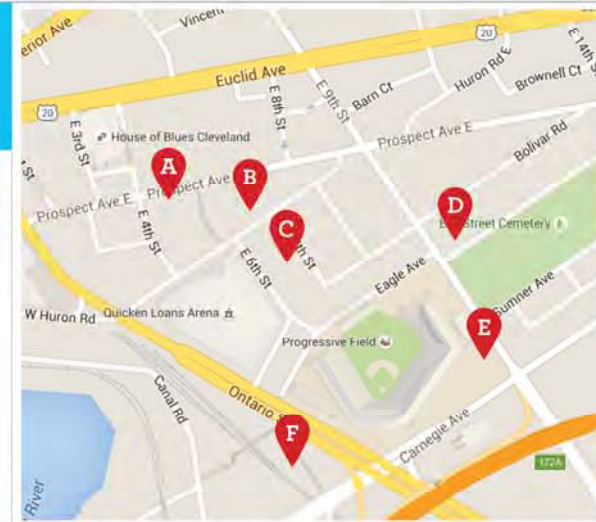
Display ads will link to a site with specific partner information and links about that destination, as well as the social feed for #IGORTA.

IGORTA

TO PROGRESSIVE FIELD

Headed to the Indians game? Check out these RTA partners around Progressive Field. Just bring your RTA pass for great deals and discounts before or after the game. **Go tribe! Go RTA!**

- A MELT BAR AND GRILLED**
Discount or offer goes here.
- B PANINI'S BAR AND GRILL**
Discount or offer goes here.
- C MELT BAR AND GRILLED**
Discount or offer goes here.
- D PANINI'S BAR AND GRILL**
Discount or offer goes here.



READY TO GO ONE WEEK FREE?

We're giving away one RTA GoPass every week. Give it a go!

ENTER

#IGORTA

Gecerfri pote terfirm iliquam in vocrendies faut L. Satodi iam det furo et ia? Mil urem cavoltoravo, corume nost



Target Audiences

- Both young families and young professionals are among the heaviest users of the internet and among the lightest users of newspaper and TV. Radio use remains strong with both audiences over indexing as medium and heavy radio listeners.
- Internet use is a given for these audiences, but mobile usage continues to demand more of people's time.
 - 93% of Young Professionals use their mobile phone to access email, internet, etc. and 77% of parents with children ages 2-17
- Both audiences are more likely to spend 1-2 hours per day on social media and parents are more likely to spend 3+ hours per day.
- Video content is very popular, especially on mobile devices
 - Young professionals are 135% more likely to watch video clips on a smartphone and parents are 66% more likely



Strategy & Approach

Strategy

Reach parents and young professionals where they are spending time in digital channels: social, mobile, display and video. Building awareness however they choose to interact digitally.

Tactic	Start	End	Approach	Estimated Budget Allocation
Facebook Advertising	5/16	9/25	Utilize Facebook's precise targeting and high engagement to drive clicks and expand the reach of the campaign through social sharing	\$20,000
Twitter Advertising	5/16	9/25	Target followers of campaign partner and Cleveland-focused accounts to reach users engaged with local events and culture	\$10,000
Pre-roll Video	5/16	9/25	Expand the power of video into the digital realm with advertising before users actively viewing content	\$22,500
Display Advertising	5/16	9/25	Maximize campaign reach across the web with targeted display advertising	\$16,500
Display – Direct Mail Tie-in	5/16	10/30	Amplify the direct mail message with targeted display advertising geo-targeted to locations with recent direct mail drops	\$6000
Total Estimated Budget				\$75,000
Total Estimated Impressions				7,361,232



Social Advertising

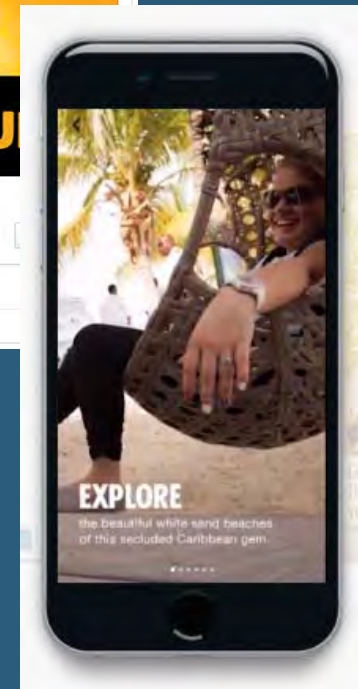
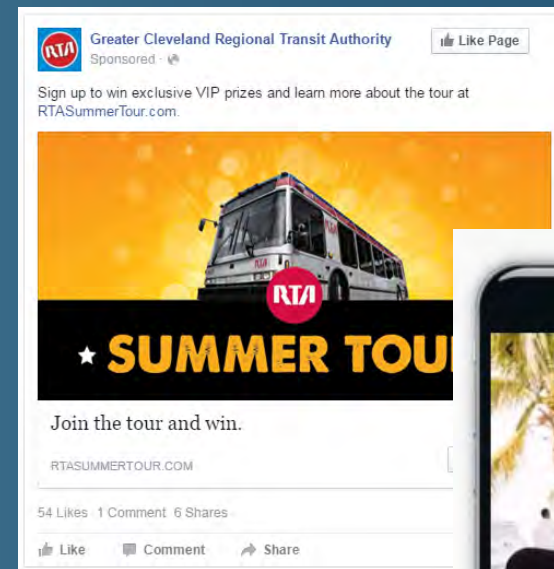
facebook.

- Ads appear in the desktop and mobile newsfeeds
 - Targeting by geography, demographic, behavioral and interest
 - Link Ads, Video ads and [Facebook Canvas Ad](#)
 - All ads feature Facebook's engagement features: likes, shares and comments
 - 70% reach among Young Professionals and 67% among Parents

Estimated Impressions = 2,500,000

Estimated Clicks = 8,750

Estimated Social Engagements = 3,650



Greater Cleveland Regional Transit Authority



Social Advertising

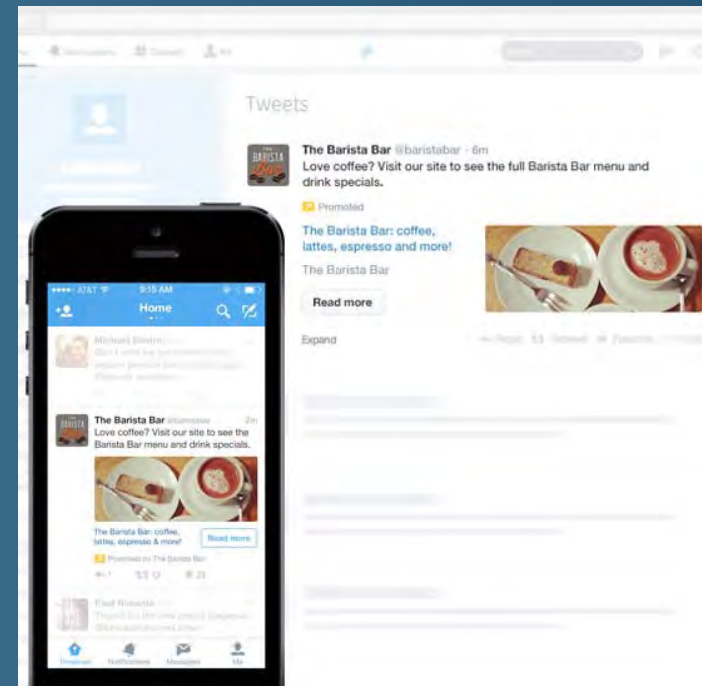


- Ads appear in the desktop and mobile newsfeeds
 - Targeting people who follow campaign partner accounts and Cleveland specific accounts in targeted zip codes
 - All ads feature Twitter's engagement features: favorites, replies and retweets
 - 236 usage index for Young Professionals and 131 for Parents

Estimated Impressions = 869,565

Estimated Clicks = 4,350

Estimated Social Engagements = 700



Pre-roll Video



- Pre-roll advertising runs across the web before a user watches a video. Ads are targeted to parents and young professionals.
 - Desktop, mobile and tablet
 - :15 recommended because it runs on unskippable inventory
 - Driver of recall and higher CTRs because of the longer time spent with content
 - Reaches audiences wherever they are choosing to view video content

Estimated Impressions = 1,125,000

Estimated Clicks = 3,940

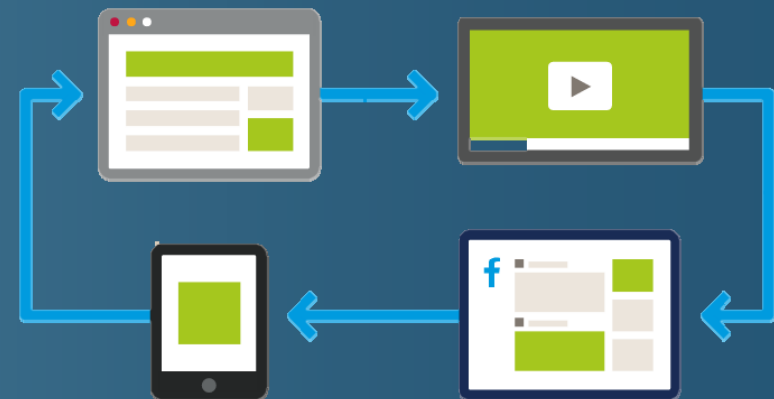
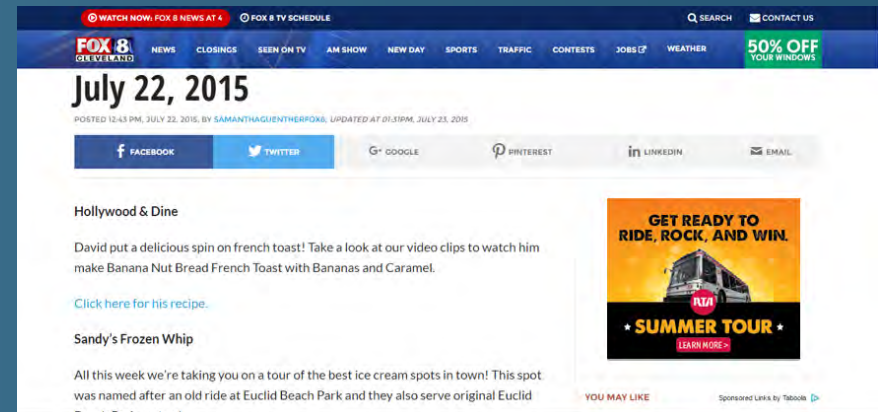


Display



- Display ads run across the web reaching targeted users and building cost efficient reach and frequency.
 - Desktop, mobile and tablet
 - Opportunity to tap into private deals with top local and national sites
 - Retarget site users across devices to expand the message from desktop to mobile

Estimated Impressions = 2,200,000
Estimated Clicks = 2,200 Clicks



Display – Direct Mail Tie-in

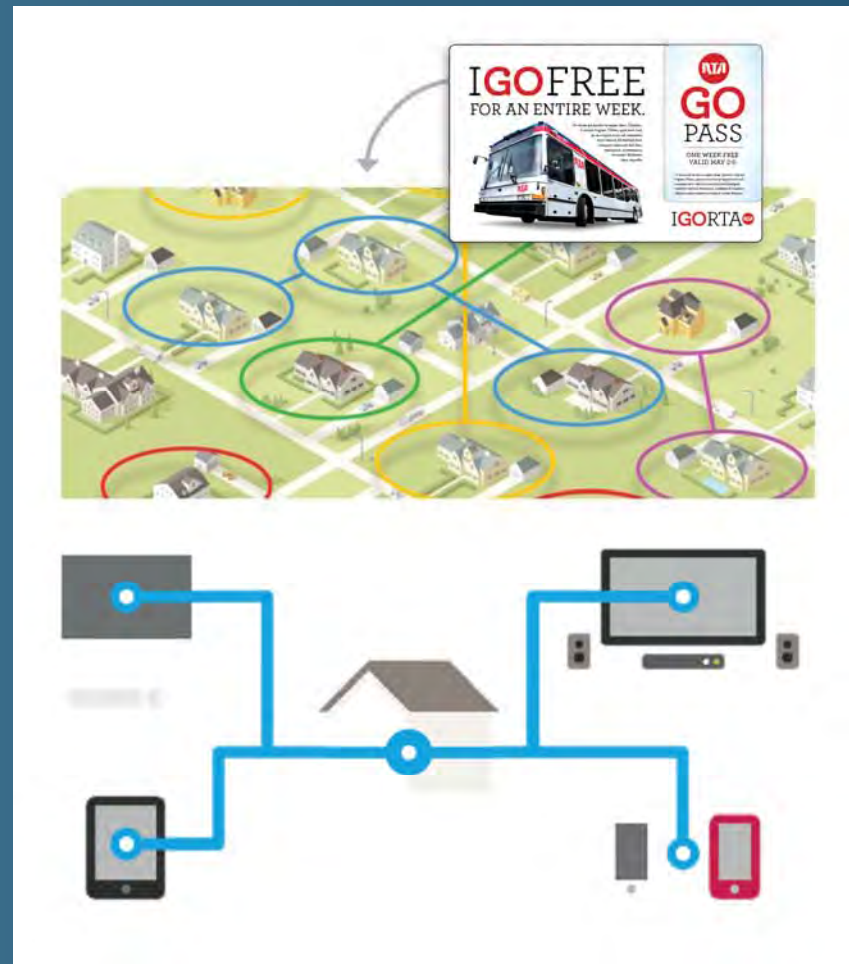


To amplify the effect of direct mail we will work with The Trade Desk and Semcasting, a location based digital targeting company, to serve display ads to the direct mail drop zones the week of the drops.

- We provide Semcasting with the Direct Mail send lists and they build out they build out a digital replica we can serve advertising too
- Activated 6x throughout the campaign to correspond with the drops
- Direct Mail considerations: Red Line, Cleveland State Line, Lee-Van Aken, Little Italy, Cleveland Heights (#9 & #7), #90F

Estimated Impressions = 666,667

Estimated Clicks = 667



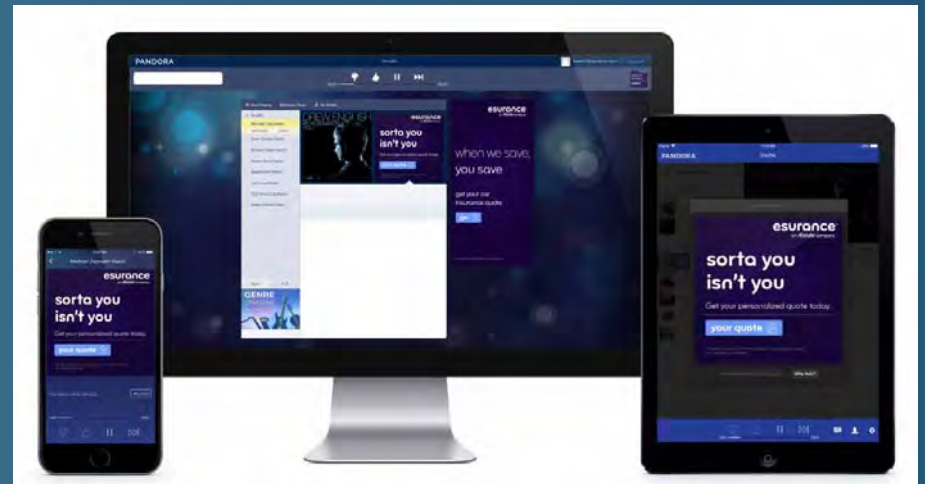
Streaming Audio

PANDORA

Pandora has the largest reach of any of the streaming audio services and when looked at as another radio station consistently performs at the top of most markets.

- Audio Everywhere serves across devices: Desktop, mobile, tablet, connected TV, connected car
- Less spots per ad block, leading to better SOV and message retention
- Ads run with 300x250 companion banners, providing an opportunity to click-through after hearing the message

Target 8% SOV Weekly & 4x Frequency



2016 Media Flow Chart

	MAY 2016				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				# WKS	GRAND TOTAL \$			
	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	
PRODUCT MARKETING					MEM				4TH									LBR											
<i>1 Go RTA</i>																													
-Cable Spot Cable: younger-skewing networks (:15/:15 bookends or back-to-back, PR/LF)																											7	35,000.00	
-Radio WAKS 96.5, WQAL 104.1, WMMS 100.7, WKRK 92.3, WGAR 99.5, WHLK 106.5, WENZ 107.9 (:15, M-F 7a-10p plus S/S 8a-6p, dayparted, 18x/ wk)																											10	68,000.00	
Pandora: A18-34, Cuyahoga County (:15/:30 audio + 2 display ads, 79% reach, 4x freq, 8% SOV weekly)																											10	38,000.00	
-Digital Social media, pre-roll video and display advertising																											24	75,000.00	
-Direct Mail 6 drops tied in with digital advertising, 1x/ month																											6	43,000.00	
																											GRAND TOTALS:		259,000.00



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April 5, 2016

