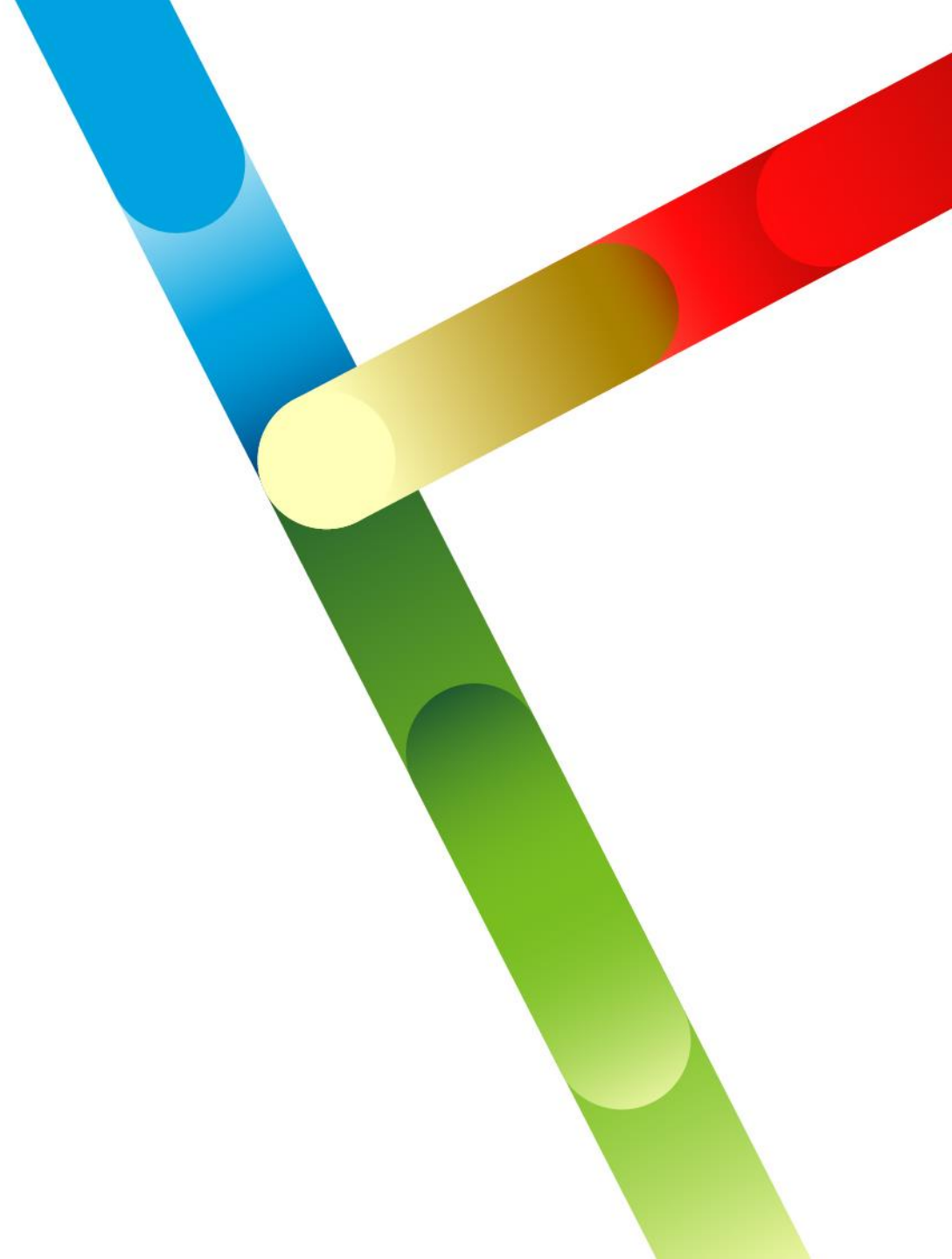


O-Train Extension Customer Marketing and Readiness

June 29, 2023



Topics to cover

- Campaign strategy
- Creative concepts
- Campaign tactics
- Budget
- Timing

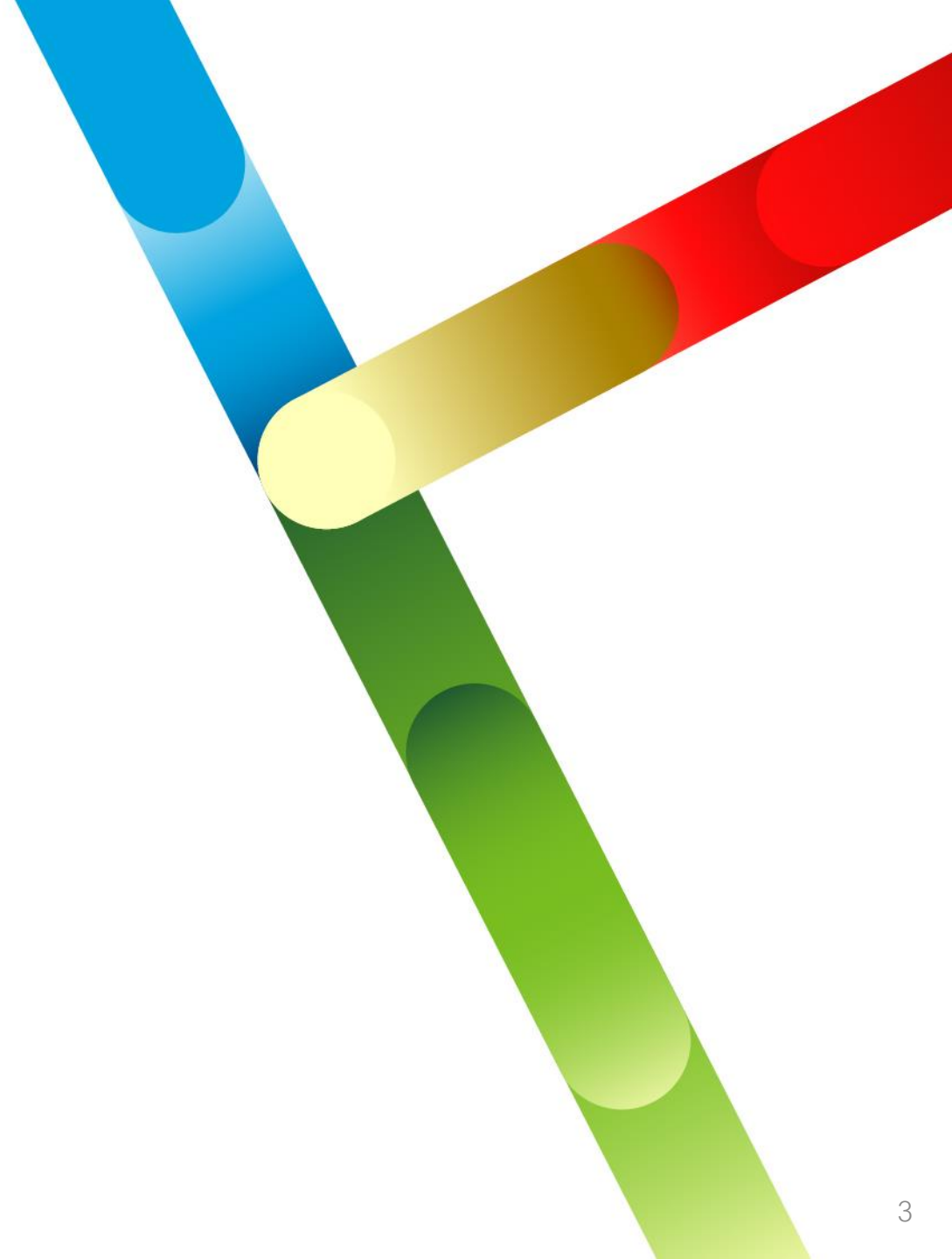
Campaign objectives

Scope:

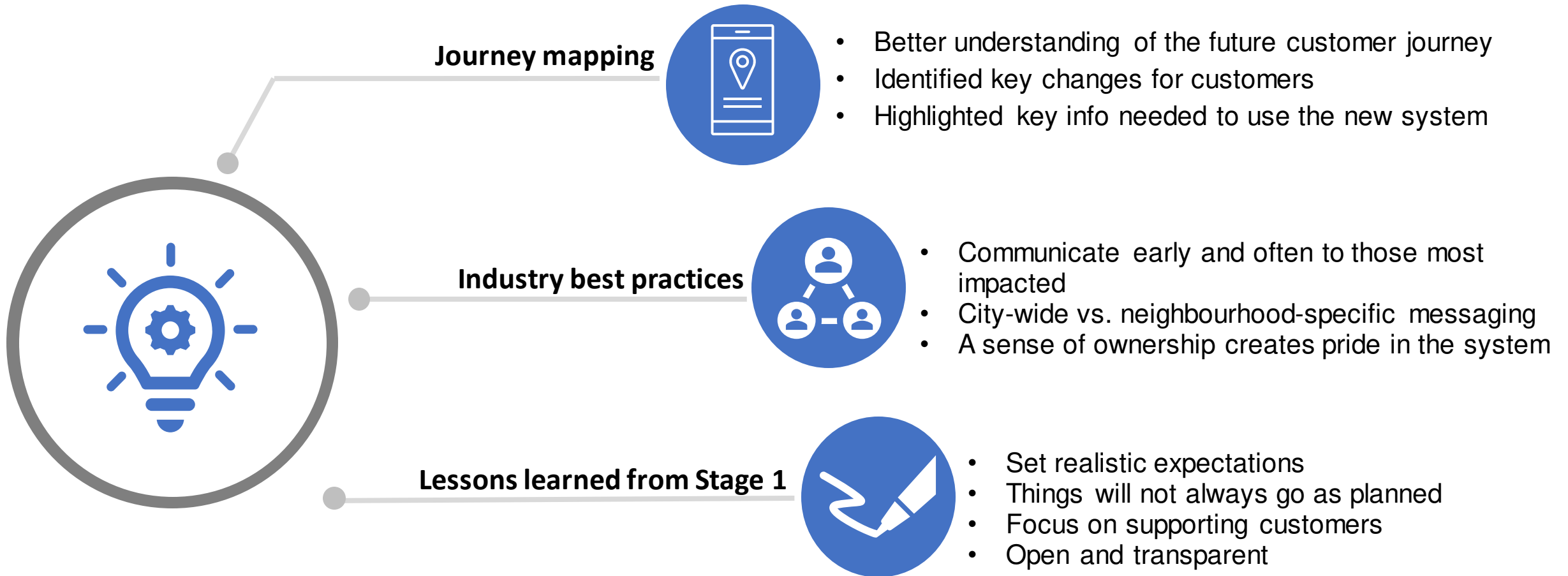
A multi-year project to inform, prepare and excite residents for the O-Train extension launches

Objectives:

- Give audiences the information they need
- Build trust in OC Transpo
- Increase ridership



Campaign strategy



How is Stage 2 different?

- Phased expansion over several years
- Geographically-focused
- Customers know the O-Train
- Some new features need attention
- Lower ridership
- Decreased trust in OC Transpo

Target audiences

- Framework to prioritize messages and ensure value for money – 12 customer groups
- Based on market research, customer journey mapping and EDI lens.

HYBRID WORKFORCE



PADMA TURAN

OBJECTIVE: **WIN-BACK** & **NET NEW**

DEMO

- Represents the hybrid workforce
- Age 25-54
- All genders
- Single or married, may have kids
- Employed
- Lives in central Ottawa or to the East, South and West - where new extensions will be added

WHAT THEY'RE LOOKING FOR

- Convenient and affordable transit options now that new work routines are stabilizing for the long term

TRANSIT JOURNEY

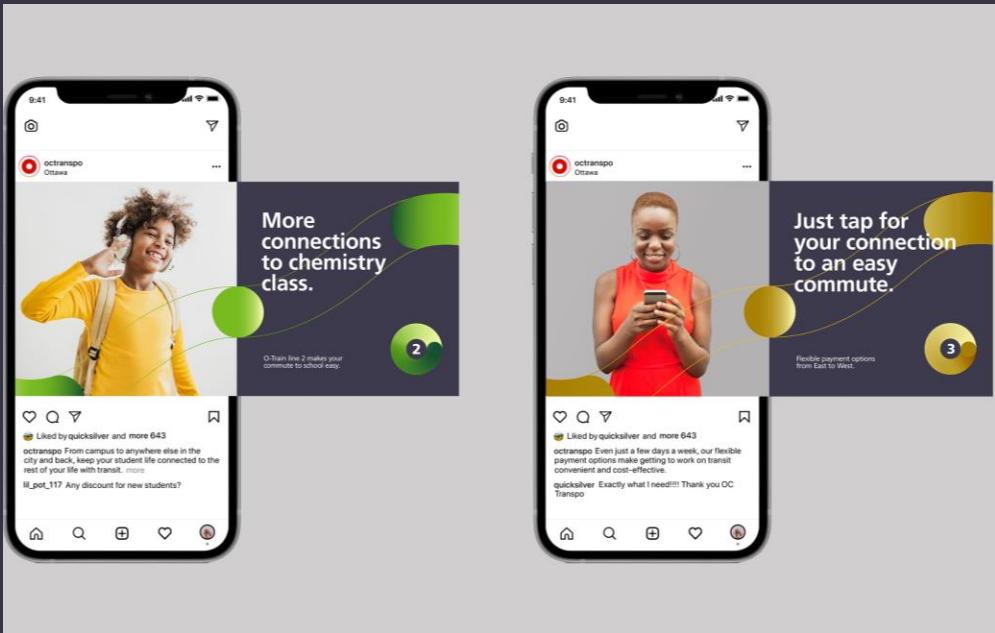
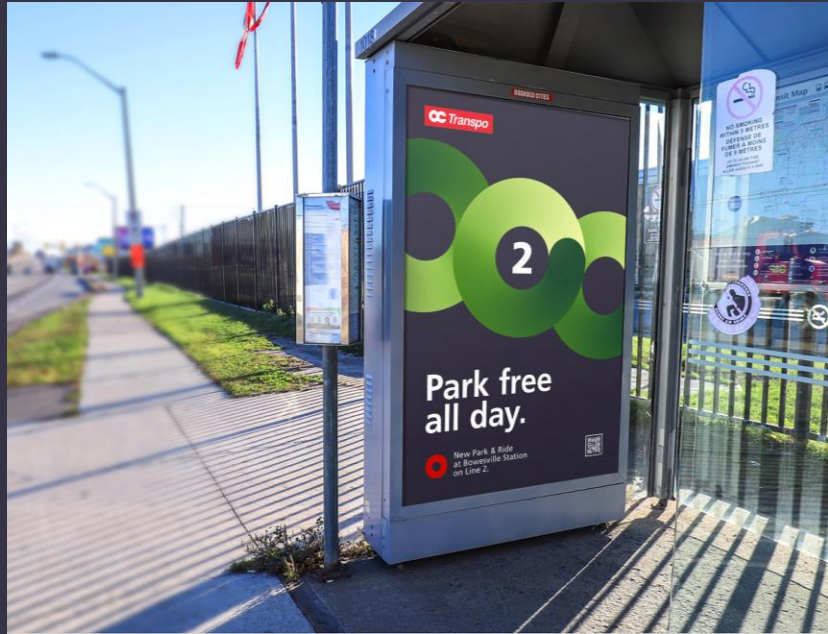
- Adjusting to new work routine
- Using time in town for social and personal commitments
- Currently commuting via personal vehicle, which is becoming less ideal
- Paying for gas and parking hurts
- Traffic volume is increasing, causing frustration and delays

Creative concept

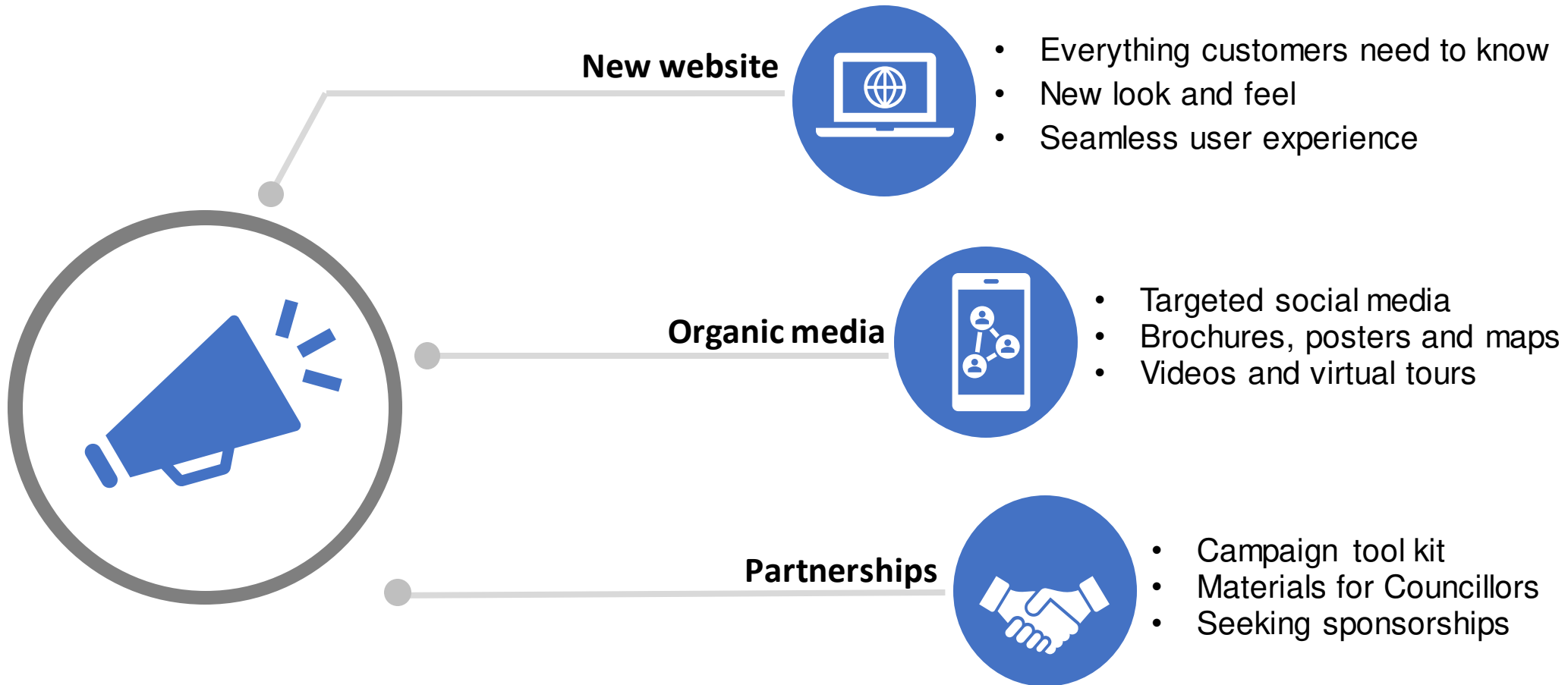
- Ottawa is becoming a “big” city
- New neighbourhood connections
- Authentic
- Rider-centric
- Diverse
- Refresh the brand

connections
move you





Campaign tactics



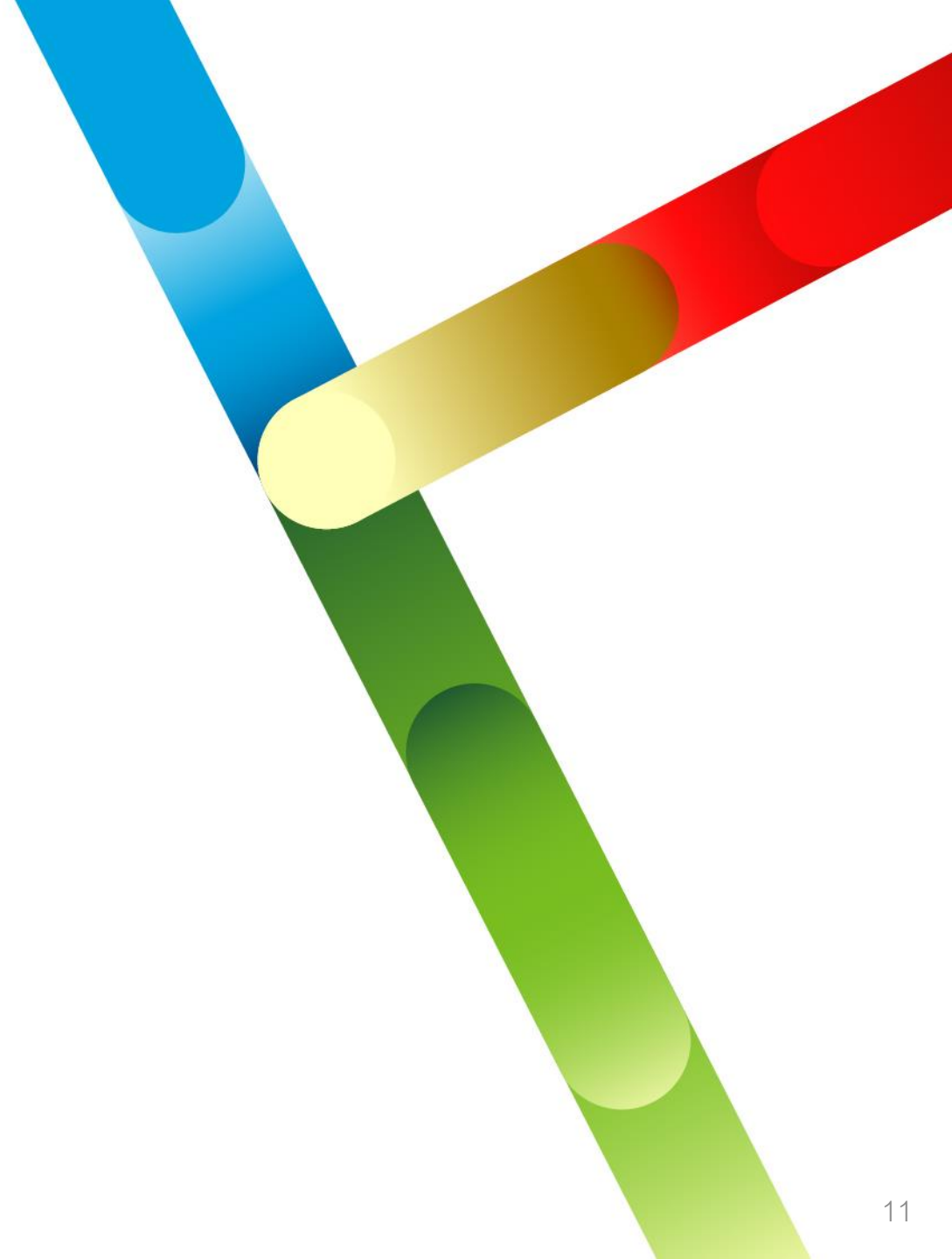
Campaign Tactics

- Multichannel campaign
- Data-driven
- In market for 12 weeks
- Flexible



Events

- Early excitement and familiarization
- Community events and outreach
- Marquee event with Council, funding partners and media



Budget

- Lines 2 and 4 launch → \$1,000,000
 - Includes planning and creative development
 - Launch events
 - Production of print materials
 - Videos, graphics and interactive media
 - Paid advertising
 - Campaign measurement
- Customer information, including safety.
- Future launches similar in scope, with recommended adjustments.



Timing

- Awareness-building phase
- New website → Summer 2023
- Organic media → Summer 2023
- Paid campaign launch → 12 weeks before opening
- Overall campaign will evolve and adapt based on lessons learned





Questions?