



A Division of METROLINX

MARKETING PLAN

PRESTO Benefits Campaign

Situation

To date, 86,513 PRESTO cards have been issued at GO outlets, representing a card uptake rate of about 77% among GO riders. The number of unique PRESTO cards used in the month of February 2012 on GO is 61,989. The difference in the two numbers is due to customers who have stopped using PRESTO, customers who use GO infrequently, customers who use GO but switch between PRESTO and legacy fare media based on the month and customers who have exchanged cards (new card due to old card being lost, stolen, damaged).

GO continues to be the leader among participating systems in customer uptake of PRESTO and has issued more cards than the total of all the other systems combined. Currently, GO customers have a choice in terms of which type of fare method they use on the GO system: the "legacy" fare system which includes 2-ride, 10-ride tickets and monthly passes, or PRESTO. GO's PRESTO incentive offer waves the standard \$6 card issuance fee for customers who show a monthly pass or 10-ride ticket at a GO Train station or select GO Bus terminal.

A phased removal of multi-ride tickets is set to begin in May 2012, with a public announcement on May 1, 2012. As of May 31, GO 2-ride and 10-ride tickets will no longer be sold. To minimize the potential for customer resistance to this change GO Transit will launch a campaign to heighten awareness of the PRESTO card benefits and increase card uptake. The campaign will communicate the benefits of PRESTO in advance of multi-ride ticket discontinuation to effectively transition customers from multi-rides and monthly passes to PRESTO.

A survey about PRESTO was recently conducted through GO's E-Panel by Research and Business Solutions that generated 2,108 responses. Of these, 55% were current PRESTO users, 39% were non-users and 6% were lapsed users. The results of this survey will help shape the marketing materials and communications messages for the PRESTO benefits campaign.

Customer Research:

The most effective ways respondents of the PRESTO survey heard about PRESTO were:

- Advertising at stations through posters and flyers (68%)
- Seeing the PRESTO tap on/off machines (40%)
- GO staff handing out flyers on the platforms (37%)
- On the GO (E-News) and gotransit.com (32% each)

The top benefits highlighted in the PRESTO survey include:

- No line-ups to buy tickets
- Always having transit fare
- Hassle-free transfers between GO and local transit
- Registered card holder benefits – protecting your balance and tax credits

The top drawbacks of using PRESTO that customers outlined were:

- Inconvenience of tapping on/off
- The 24 hour waiting period between loading funds online and having those funds ready to use
- Perception that PRESTO is more expensive than paper fare
- Not being able to find PRESTO machine to tap on/off and malfunctions of PRESTO machines

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Objectives

- To encourage stronger uptake of PRESTO among GO monthly pass, ten-ride and two-ride ticket users by:
 - Promoting the key customer benefits of PRESTO as cited in the survey
 - Using the survey findings to change the misconceptions non-users have about PRESTO
 - Utilize customer touch points and communication methods that customers identified in the survey as being beneficial for them

Audiences:

- Current GO customers
- GO Transit staff

Overall Key Messages:

- The top five PRESTO benefits:
 - All your transit fare on one card. Seamless connections
 - Your cheapest fare. No math required.
 - Protect your balance. Register your card.
 - Why stand in line when you can go online?
 - Pay-as-you-go or autoloading.
- PRESTO. It's that easy.

Strategy:

An eight week marketing and communications program will be executed to ensure higher awareness of PRESTO benefits and increased uptake of PRESTO in advance of the multi-ride fare system removal. This campaign will run from April 12 – May 31 and utilize GO assets and customer touch points to effectively communicate the messages.

Tactics

Survey result	Marketing/ Communication Tool	Responsible	In Market
32% of respondents heard about PRESTO on the website.	Update PRESTO page/ reorganize information on gotransit.com/presto to make it easier for customers to find information and understand on how PRESTO works on the GO system.	Caroline (messaging)	April 12
37% of respondents heard about PRESTO by GO Staff passing out flyers on platforms.	Fold-out PRESTO pocket media highlighting key benefits will be designed for Customer Care Ambassadors, Station Attendants and frontline staff to hand out to monthly pass and ten-ride ticket holders.	Stephanie/Caroline (messaging) Jodi (design)	Tbd
	Front-line staff to wear PRESTO promotional button.	Jodi	Tbd

In the summary of results from lapsed users, one of the top three ways to bring customers back to PRESTO was to help passengers remember to tap on/off.	Decal inside GO Buses reminding current PRESTO users to tap off before exiting the bus	Jodi	To be completed by May 1
	To increase visibility of PRESTO machines, explore signage options for PRESTO devices.	Jodi	tbd
68% of respondents heard about PRESTO through advertising at stations through posters and flyers.	Remove existing 11x 17 and 20 x 28 posters at Union Station and GO Stations and replace with refreshed design that highlights top benefits of PRESTO. (48) 4'x6' backlit posters displayed at select GO Stations and (3) 4'x6' backlit posters at Union Station	Stephanie / Jodi / Debbie	April 12 April 23
	Remove existing 20 x 28 posters on GO Trains and replace with refreshed design that highlights top benefits of PRESTO.	Stephanie / Jodi / Debbie	April 12
	Design custom posters for glass shelter walls at Union Station Bus Terminal	Jodi	April 12
	Design floor decals reminding customers "Why stand in line when you can go online?" for ticket counter lines at select GO Stations.	Jodi	April 23
	Pop-up signage to be displayed on ticket-cancelling machines notifying customers of the discontinuation of multi-rides	Signage/Guy Sullivan	May 1 – as part of multi-ride discontinuation communications plan
	Feature ads on digital TV monitors beside PINS boards at Union Station. (One benefit highlighted per week)	Jodi	April 12 – May 31 (rotating one benefit each week)
A large communications gap exists where at least 50% of respondents who are non-users have not heard information about PRESTO.	E-News (issued weekly, highlighting one benefit of PRESTO each issuance)	Caroline (messaging) Issuance by Karen Warner, Savio d'Gama Rose, Brendon McGibbon (Customer Contact)	To be issued weekly by Customer Contact April 12 – May 10 Reminder messaging of discontinuation of multi-rides

			will be issued May 1 & May 14 as part of communications plan
	On-train announcements	Customer Contact	To be issued weekly by Customer Contact April 12 – May 10
	Union Station concourse & USBT terminal announcements	Customer Contact	To be issued weekly by Customer Contact April 12 – May 10
	PINS Board messaging	Customer Contact	April 12
	Social media	Transit reporters	To be issued weekly by Transit Reporters April 12 – May 10

Evaluation

Quantitative and qualitative measures to determine whether communication objectives were achieved:

- Card uptake rate of 90% among GO riders by May 31
- Reduce the number of PRESTO-related complaints per 1000 cards issued made to the Contact Centre about how to use the card on GO Transit