

PRESTO Video Refresh

This brief is intended to outline and give background information about the business needs, scope and desired outcomes associated with the engagement of Due North in the development of a PRESTO video content refresh for the 2.0 platform release.

Cost: Approximately \$80k

Background

Launched in late 2009, PRESTO is Ontario's transit e-fare solution, offering a modern smartcard for use on participating transit systems in place of traditional coins, passes and tickets (one card, multiple transit systems). PRESTO offers the convenience of allowing customers to pre-load their cards online as well.

By the end of 2012, PRESTO has forecasted over 300,000 PRESTO cards in circulation (currently 150,000), with transit riders in the Greater Toronto and Hamilton Area, as well as Ottawa. With a major influx of new customer's imminent, as well as 2nd generation back-end software system being implemented in 2012, (offering enhanced consumer features) PRESTO has identified the need to refresh its customer-facing video materials.

In order to educate and inform these new customers to the benefits that PRESTO now offers, a video refresh is required:

A formal 1:30-2:00 minute “Experience” video, informing customers how to use PRESTO, as well as its benefits.

- a. This video will also require an accompanying “dynamic screen wallpaper”, for use on the PRESTO demonstration unit/showcase used at various Smart Commute events, conferences, city council events, and business development activities.

Organizational Need

- Existing PRESTO videos are out of date and do not reflect the upcoming enhancements to the system. New footage showing the new PRESTO card, Ottawa devices and new future opportunities (NFC, mobile payments) is needed.
- PRESTO is currently presenting as “rolling out” across the GTHA region – the video needs to reflect our presence in Ottawa.
- A great deal of change in consumer behaviour is required in order for customers to successfully transition to use of smartcards on public transit – removing from wallet, etc.
- These new videos will communicate the use and benefits of PRESTO to new customers.

Similar Government of Ontario Initiatives:

85 videography projects have been reported to the ARB over the past fiscal two years ranging in price from \$25,000 to \$210,000 which included filming editing and post production in both French and English.