ADVERTISING REVIEW BOARD

ADVERTISING & MARKETING COMMUNICATIONS SERVICES

ASSIGNMENT BRIEF

Background / Context

GO Transit (GO) is Canada's first, and Ontario's only interregional public transit system, linking Toronto with the surrounding regions of the Greater Toronto and Hamilton Area (GTHA). GO began operation in May 1967 and carried 2.5 million passengers that year. GO now carries more than 55 million passengers a year in an extensive network of train and bus services that is one of North America's premier transportation systems. On a typical weekday, GO operates 185 train trips and more than 2,045 bus trips carrying about 217,000 passengers per day – 180,000 on the trains and 37,000 by bus.

GO Trains and GO Buses serve more than 7 million people living in an area over 10,000 square kilometres. The GO Transit network connects downtown Toronto with communities as far as Hamilton, Milton, Guelph and Kitchener/Waterloo in the west; St. Catharines and Niagara Falls in the southwest; Orangeville, Barrie, and Beaverton to the north; Stouffville, Uxbridge, and Peterborough in the northeast; and Oshawa and Newcastle to the east. GO connects with every municipal transit service in the GTHA and funds fare integration to provide passengers with significant discounts on local transit to travel to or from their GO Train station.

Through an audit conducted in 2009-10 which included customer satisfaction studies, SWOT analysis, qualitative interviews with current and former GO Transit riders, and media coverage analysis, it was revealed that the public have a "love-hate" relationship with GO Transit.

Customers said they wanted GO Transit to be dependable, smart, caring, and responsive, and at its core, easy.

In the fall of 2010 GO Transit's Passenger Charter was launched. The charter sets out five promises from GO to its customers:

We will do our best to be on time.
We will always take your safety seriously.
We will keep you in the know.
We will make your experience comfortable.
We will help you quickly and courteously.

Key performance indicators measure how well the organization is meeting those objectives and customers are able to see and track the results on the GO website.

The transformation of GO from a train and bus company to a valued, customer-focused regional transportation service continues. At all levels of the organization and in every department, through training and action, attitudes are being transformed, and decisions are being made in the context of enhancing the customer experience.

What is the Problem or Opportunity?
GO's Brand Promise is "To deliver a customer-first transportation service that is dependable, smart, caring & responsive" For GO's employees, the brand promise instils an expectation about the quality of service they should deliver. The brand promise conveys GO's commitment to be a good neighbour, and be responsive to community concerns. A strategic, creative advertising agency partner is required to develop and execute brand building/tactical marketing and advertising campaigns to support the ongoing requirements of GO Transit. Primary objectives will be to: • Evolve perception of GO Transit from a commuter train service to a more rapid transit/day trip service. • Build and maintain strong levels of awareness for programs GO Transit and other divisions, among customers, the public and key stakeholders. • Generate awareness of GO Transit and their vital role in the continued successful growth, prosperity and sustainability of the GTHA. • Foster a positive image and build support for GO Transit and other divisions, throughout the GTHA to facilitate good community/stakeholder relations.

What does the agency need to do?
The needs are threefold: 1. An over-arching brand-building campaign with supporting tactical elements that people can relate to on a logical and emotional level through an overall strategy and supporting tactics. 2. Develop strategic, innovative and measureable 360 degree social marketing campaigns designed to positively influence the overall customer experience. Develop plans and recommendations for implementation and ongoing delivery. 3. Strategic advice and products related to annual projects including a passenger courtesy campaign; extra holiday bus and train service; and uptake on the PRESTO electronic fare card. Plans are to be fully integrated and results-driven, and include advertising, public relations, digital and social media communications strategies, and event management.

Are there any special issues or considerations?

GO has developed a new customer segmentation strategy that will need to be factored into planning. The successful supplier will receive a briefing on this segmentation.

Internal resources related to marketing, public relations, graphic design, and media relations are available and need to be factored into execution.

Collaboration with the media planning and buying agency of record in the development of media plans is a requirement.

Are there any Multi-Cultural and / or Aboriginal requirements?

Minimal. This will need to be assessed based on customer segmentation.

Timeframe: What are the key milestones? What is the length of the engagement?

Assignment to commence immediately following the conclusion of the supplier selection process and is for a two-year term with an opportunity to extend for an additional year, as determined by client requirements and supplier performance.

Key milestones are related back to needs:

1. Development and presentation of recommended branding strategy within six months of engagement.

2. Social marketing recommendations within three months of engagement.

3. Development of approach to handling ongoing project needs within two months of engagement.

Budget: What do you think agency fees will be? If unknown, what is the total budget you are working with?

450K for the first year. Fees capped at 950K overall.

Contractor Security Screening: The selected agency and its recommended project team (including any subcontractors) may be subject to contractor security screening before this assignment may be awarded and the Letter of Agreement signed.
☐ The Supplier will not be working with pre-publication or sensitive information. [INDICATE]

EVALUATION CRITERIA

Candidate agencies will be evaluated based on the following criteria:

- 35% Demonstrates Insight into the Assignment.
  Agency discusses observations/impressions on the challenge without making any recommendations.
- 35% Parallel Experience.
  Agency demonstrates how they have handled a similar problem or opportunity. Results are required.
- 20% Staffing Plan for this Assignment.
  Agency outlines team structure and rationale for key members. Account Lead is required in presentation.
- 10% Cost proposal.

IMPORTANT NOTES

- Candidates will have 30 minutes to present, followed by Q&A, if required.
- Agency will provide panellists with the names and titles of participants in the presentation – hard copy printed on company letterhead.
- Agency should provide Fee Proposal (blended hourly rate only) as a leave behind.
- Agency should provide a hard copy printout of their presentation deck as a leave behind (8.5"x11" is sufficient).
- NO speculative material of any kind is allowed (e.g. strategic or creative recommendations).
- All media will be billed to the client at net by the contracted Ontario government media planning and buying agency of record.
- All production and third-party deliverables are subject to the required competitive bid processes.
- The selected agency and recommended project team (including any subcontractors) may be subject to contractor security screening (refer to Article 9 – Security Clearance Checks in the ARB Master Agreement) before the Letter of Agreement may be finalized.
- All other terms and conditions of the Master Agreement with the ARB will apply to this assignment.
- The Letter of Agreement must be completed within 10 business days, or the assignment may be declared null and void by the ARB.