



GO Transit

Advertising & Marketing Communications Services

Project Brief

October XX, 2012

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 2009 GO made "easy" its brand essence.

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.

GO has recently conducted research into its current customer base and now has a detailed analysis and segmentation of current riders. Information from this segmentation will be used to help shape communications with customers.

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 OPPORTUNITY?

GO is in its third year of a major redevelopment of its brand. The overarching Brand Promise is:

“To deliver a customer-first transportation service that is dependable, smart, caring and responsive.”

GO requires a strategic and creative advertising agency partner to support the continuation of work on the “easy” brand positioning, in addition to the development/execution of brand building and tactical campaigns.

Primary objectives will be to:

- Ensure GO riders are aware of all the tools available to them that contribute to a positive travel experience.
- Manage expectations and build goodwill among customers to help offset negative reaction to occasional travel interruptions.
- Build awareness for GO Transit among non-commuters in order to build off-peak ridership.
- Elevate the perception that public and commuters have of GO Transit in order to get more recognition for the great service, and 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 SPECIFICALLY DOES THE AGENCY NEED TO DO?

The selected supplier will be responsible for:

- Delivering recommendations on refinements to GO’s brand strategy within six (6) months of engagement.
- Development/execution of strategic brand-building campaigns that are capable of evolving the brand’s positioning, and influencing the perceptions of GO riders and non-users; as well as ongoing tactical campaigns aimed at increasing ridership and the launch of new services and products. Campaigns to be integrated, results-driven and include a mix of traditional, digital and social media channels, in addition to other supportive tactical elements. Plans must consider the new customer segmentation and extend seamlessly into communications that serve the needs of diverse-language communities.
- Collaborating with the contracted Ontario government media planning and buying AOR in the development of media plans.
- Managing competitive processes for third-party production that comply with GO’s procurement guidelines.

TIMING

Assignment to commence immediately following the conclusion of the supplier selection process and is for a one (1)-year term with an opportunity to extend for two (2) additional one (1)-year periods, as determined by client requirements, supplier performance and budget.

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.
- 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.