

GO Transit Marketing Plan

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Current Situation

- Prior to 2010, GO communications was primarily focused on the operational nature of the business and lacked focus on the customer and the customer experience.
- With the launch of the Passenger Charter in 2010, GO made a public commitment of five promises. One specifically promised to keep 'GO customers in the know'.
- However, many customers are unaware of the tools and initiatives that have been implemented in direct response to their asks, leaving them wondering if their pain points have gone unnoticed.
- To continue fueling the transformation of GO from a train and bus company to a valued, customer-focused regional transportation service, GO's marketing plan will help guide efforts to ultimately achieve our business and brand goals.

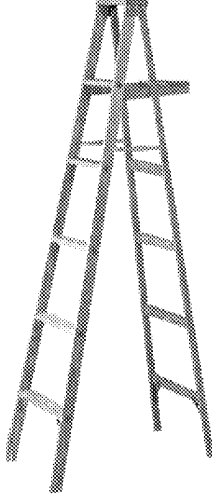


Goals

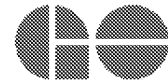
- Continue to evolve the repositioning of GO Transit from a train and bus company to a valued consumer service and lifestyle choice.
- Make riders aware of GO Transit's dedication to creating and delivering an "easy" travel experience that enhances the quality of life for customers, making it "delightful".
- Continue to build goodwill among customers to help offset negative reaction to travel inconveniences.
- Drive customers to where capacity exists to ensure GO Transit services are optimally utilized.
- Build positive perceptions for PRESTO as an 'easy' part of the customer's experience.
- Build continued understanding towards GO among the general public and how it supports the efforts of the BIG MOVE.



Brand Positioning



- Brand Essence: Easy
- Brand Personality: Dependable, Smart, Responsive, Caring & Warm
- Brand Values: Commitment, Service, Innovation, Working Together
- Brand Pillars: An organization that cares about customers. An enjoyable and productive experience. A convenient and accessible option for everyone. Effective customer and stakeholder communications.
- Brand Positioning: A superior overall experience
- Brand Vision: To be the preferred choice for interregional travel in the GHTA



GO's Customer

Primary Segments:

- The recent segmentation study has identified 7 distinct customer profiles.
- For the purposes of GO's marketing efforts in 2013, we will focus on 4 key segments that make up 72% of our ridership and will be most receptive to our communications and brand efforts.

Anna 26%



Natasha 18%



Paul 18%



Patricia 10%



Secondary Segments

- Tyler and Raj are great ambassadors for GO but they are already more aware and more receptive to current GO initiatives.
- We will speak to them for specific tactical initiatives.
- Our focus for Lauren will be to get her to neutral through the bigger brand work and on-going communication initiatives.

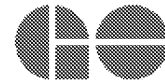
Lauren 11%



Raj 9%



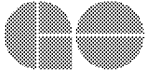
Tyler 9%



Six Areas of Focus

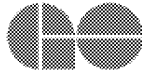
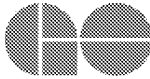
Brand Platform – A strong brand is the heart of any successful organization. The GO Transit brand has the crucial job of communicating our vision, values and personality; it governs how we act and gives people a clear picture of what to expect when they interact with us.

46 years ago, our vision was aligned with the Ministry of Transportation.

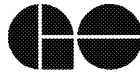


And in between, we had other applications.

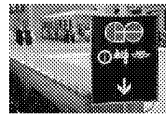
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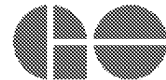
Transit



A Division of / Une Division de
METROLINK



Today, in the world of digital domination, we land here.



Six Areas of Focus

Brand Platform - GO's new visual identity draws inspiration from its heritage and brand equity, creating something unique and recognizable. Every element will reflect the principles of continuity, evolution and modernization.



Six Areas of Focus

Create Goodwill – Building goodwill with customers help smooth out the unavoidable bumps in the road that come with construction, interruptions, delays and changes. Keeping customers in the know and making them feel included is key.

Tactical campaigns include:

- Issues of the Corridor News – June 2013
- Customer Etiquette Campaign – July 2013
- Quiet Zone Pilot – Barrie pilot expanded to full system – July 2013
- Promotional partnerships with the ROM, AGO, Tall Ships, and others give customers additional value for their affiliation with GO.

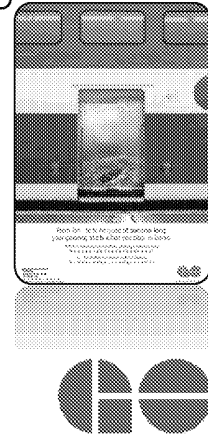


Six Areas of Focus

Optimize Capacity– The commuter sees GO as getting to work and home. With increased train and bus service we can present customers with a service that runs close to 24 hours a day, seven days a week and addresses our Passenger Charter commitment of a comfortable experience. Our untapped market of the casual occasional rider is an incredible opportunity to position GO as the preferred ride of choice.

Tactical campaigns include:

- Seasonal train service to Niagara Falls & Barrie – June 2013
- 30 minute service on the Lakeshore line – June 2013
- Places to GO magazine- June 2013
- Late night bus service – May/June 2013
- CNE – August 2013
- Back to School – August 2013
- Special Event Trains – ongoing



Six Areas of Focus

GO Toolkit – Promote and support available tools that contribute to a positive travel experience for customers.

Tactical campaigns include:

- Know before you GO – July 2013.
- Build and sustain knowledge of Tools and introduce new ones (Mobile Website) September 2013, January 2014, March 2014



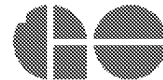
ON THE GO EMAIL ALERTS
customized information
on delays and
schedule changes.



GO MOBILE APP
gives you easy access
to schedules on
your smartphone.



GO TRACKER
uses GPS so you can
see where your GO is
no matter where you are.



Six Areas of Focus

PRESTO—80% of GO customers now on PRESTO and the other 20% are single-fare ticket/occasional users. The focus will shift to how the customer can continue to leverage the card and its benefits and enhance their overall experience.

Tactical campaigns include:

- Autoload Campaign – July 2013
- New instructional videos – July – August 2013



Six Areas of Focus

Announceables— To continue earning public support and investment, people need to understand how GO contributes to economic well-being of the GHTA and recognize its role in the Big Move.

Tactical campaigns include:

- Seasonal service announcement
- 30 minute announcement
- Station openings
- Ribbon cutting events
- Celebrating shovels in the ground and completed projects

