

UNION PEARSON EXPRESS

Marketing Overview

Customer Service Committee
08.09.13



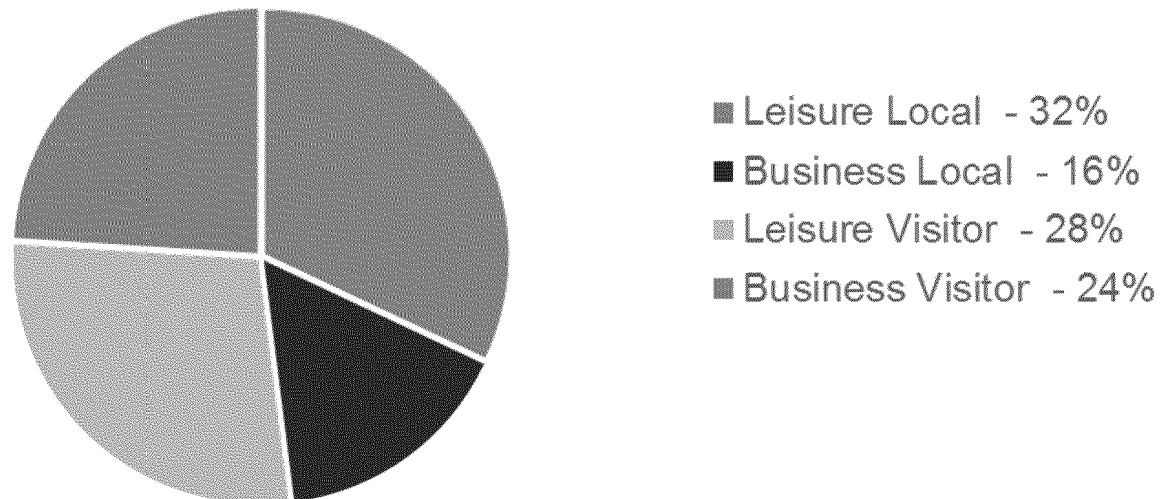
MARKETING & COMMUNICATIONS



Objectives

1. Improve public awareness of UP Express, understanding and perception
2. Build ridership – stimulating enthusiasm, engagement and developing positive influential advocates
3. Drive non-fare revenue – engage strategic business partners
4. Protect and enhance reputation – foster a positive perception, contributing to the pride and prosperity of UP Express, Metrolinx and the Government of Ontario

Target Market Breakdown*



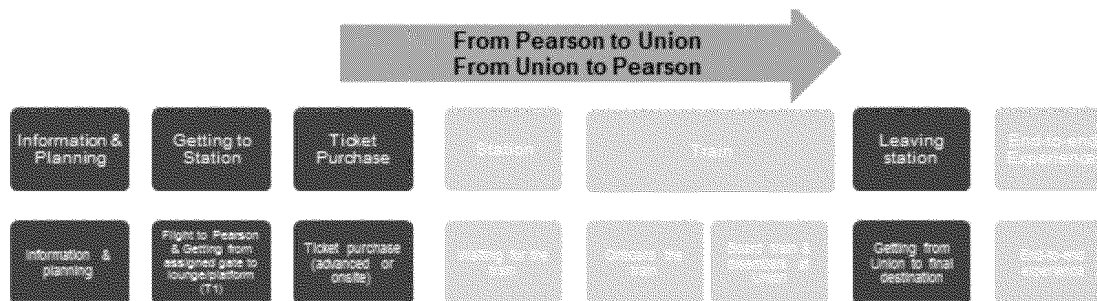
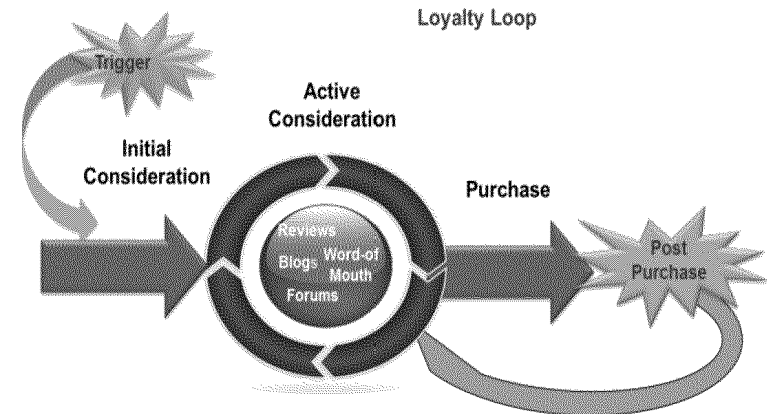
MARKETING TACTICS PLAN

Purchase Decision Model & Decision Journey Model

Because UP Express is a new service there is a need to generate awareness, trail, activation and usage of UP Express' service at the 'Initial Consideration' trigger point so that UP Express becomes part of travelers consideration set in the future. The model below represents the likely path for UP Express' customers with the trigger defined as the need to travel to or from Toronto Pearson.

Priority #1 in changing behaviours

Intercept traveler's behaviour at Toronto Pearson; therefore, the ability to drive significant awareness through to purchase quickly is a key priority.



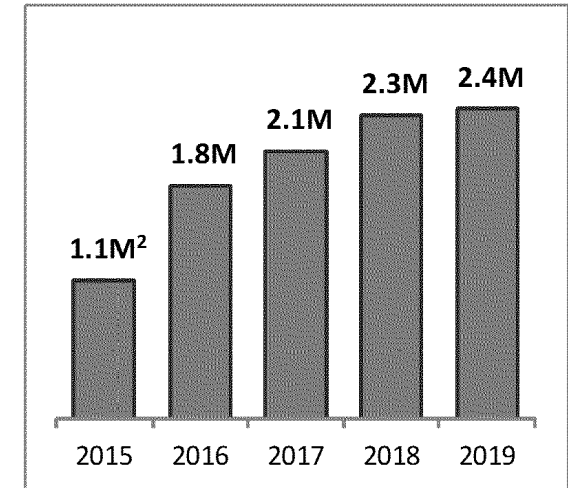
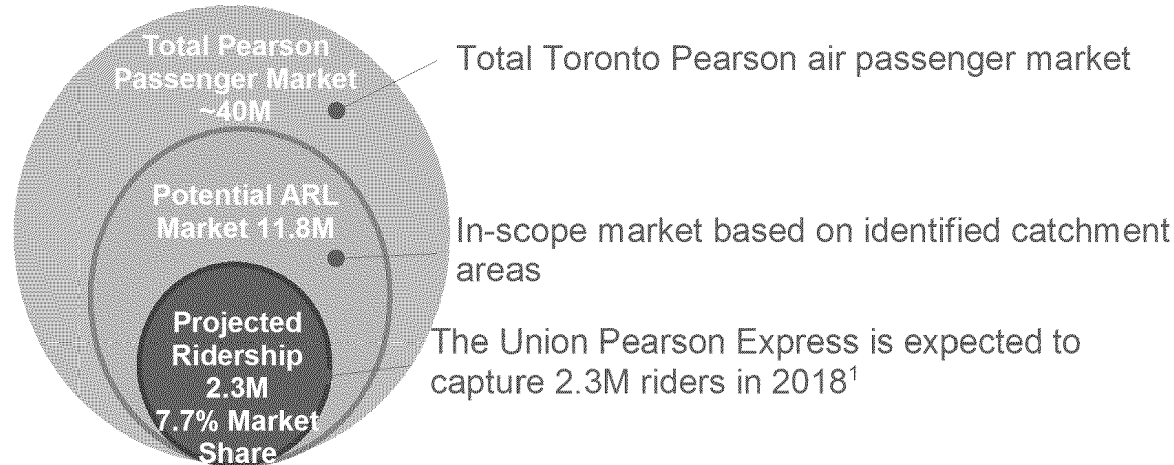
Priority #2 in changing behaviours

Influencing the customers travel planning process regarding ground transportation decisions to and from the airport.

The decision points pre and post actual usage of UP Express (blue boxes above) will be UP Express' focus as it executes the Tactical Marketing Plan.

MARKETING EFFORTS WILL HELP TO INCREASE DEMAND

Market Size



- Marketing investments are required to drive awareness and trial in order to meet base ridership forecasts
- There are opportunities to increase ridership Exclusion per Committee Direction by targeting new markets which were excluded from the base ridership forecasts, including meeters and greeters, long layover passengers, first/last mile partnerships, airport employees incl. airline crews.
- Marketing investments will help to increase demand and improve the ramp-up rate

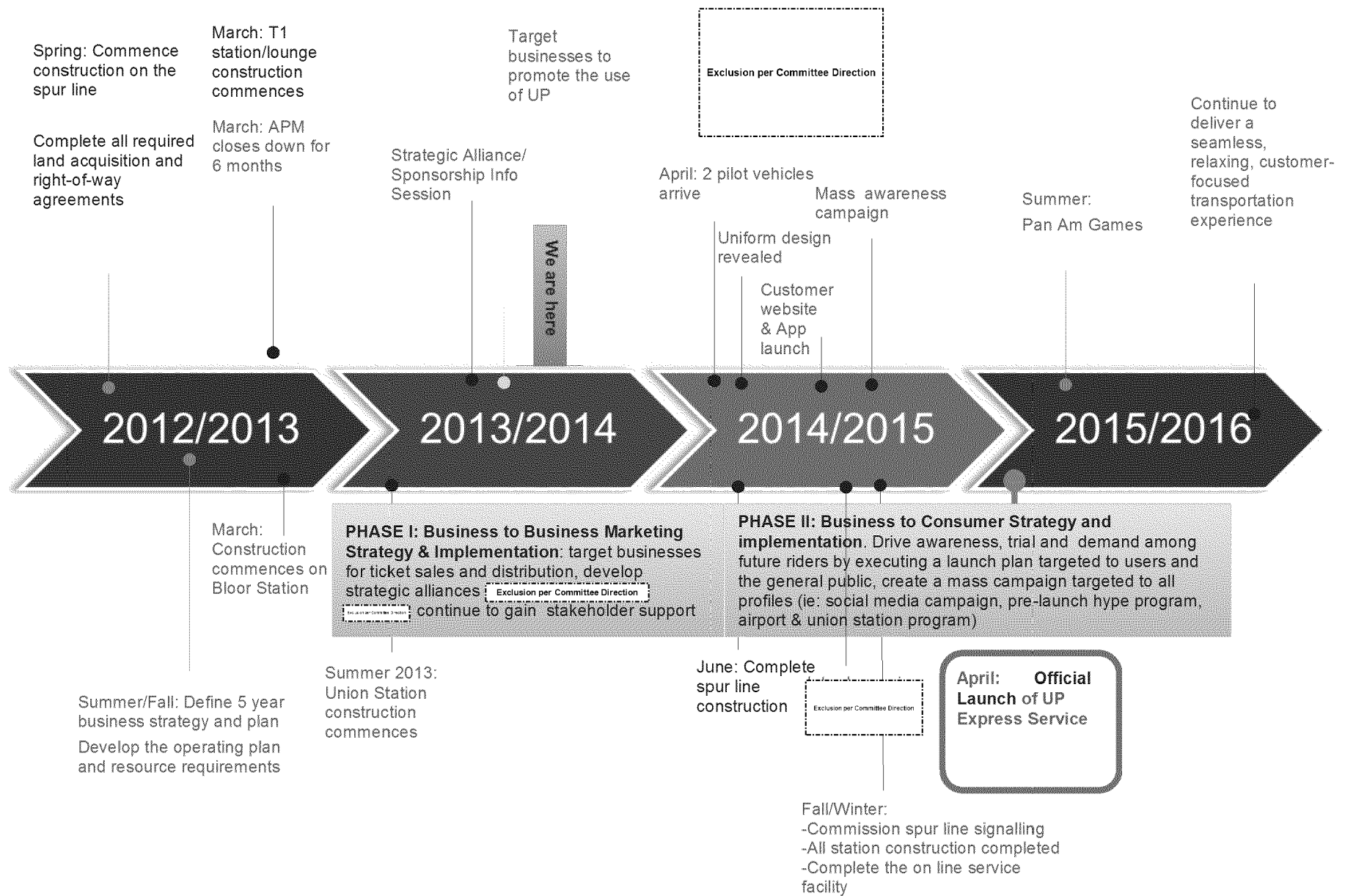
STRATEGIES & PROGRAMS

Strategy	Programs
A. To Target businesses to promote the use of UP Express	1. Target organizations that have the greatest business travel (e.g., financial services, consulting etc.) (2013-14) 2. Align with corporate travel agencies to include UP Express in their offering (e.g. American Express, HRG) (2013-14)
B. Create Marketing alliances with the hospitality and travel industry to feature UP Express	3. Integrate UP Express' offering with the top 10 conventions (2013-14) 4. Create co-marketing opportunities at relevant customer journey decision points with airlines, travel guides, and travel organizations (2014) 5. Develop a partnership program that encourages the promotion and sale of UP Express (2013-14) 6. Investigate the integration of UP Express into travel and hotel loyalty program (2013-14)
C. Capitalize on core leisure, sports, and entertainment events that will profile and/ or draw visitors to the core	7. Co-promote and create bundled offers for destination events, top attractions and hotels in the core (2014-15) 8. Partner with the Pan/ Parapan Am Games to profile UP Express (2014-15) 9. Utilize UP Express stations to showcase products and services that will enhance the customer experience and profile the pride and prosperity of Ontario. (2013-14)

STRATEGIES & PROGRAMS cont'd

Strategy	Programs
D. Work with relevant Ministries to position UP Express in all relevant activities	10. Work with Ontario and Toronto Tourism to leverage their assets, materials, and resources to highlight UP Express (2013 -14)
E. Create a plan that is targeted to customers along their travel journey	11. Create a social media plan that goes from build to launch and beyond targeted to the general public and potential users (2013) 12. Pre-launch campaign (2014-15) 13. Airport presence (2013 - 15) 14. Create transportation options for first and last mile (2013 -14)
F. Create a communication campaign targeted to all segments	15. Create awareness and trial programs that target visitors traveling to the core for business or pleasure (2014 - 15) 16. Create awareness and trial programs that are targeted to residents in the core, GTHA and Ontario (2014 - 15)

PROJECT MILESTONES





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