



June Board Report: Marketing

Lisa Ganz



Agency Marketing Contract



MARSHALL
advertising

- **Marshall Advertising & Design – agency of record for 7 years**
- **Full procurement in 2010 resulted in a new contract for 3 years**
- **Contract includes**
 - Creative and design
 - Advertising production costs
 - Procurement of media
 - Administration
- **We pay a fixed monthly service fee plus a markup on outsourced production and media buys**



FY12: 2nd Year of a 3-Year Plan

- **Three-year plan developed in FY11 with direction and oversight from joint Marketing Ad Hoc Committee**
 - Sam Allevatto
 - Jerry Amante
 - Lisa Bartlett
 - Tony Beall
 - Beth Krom
 - Gary Monahan
 - Linda Lindholm
 - Vincent Sarmiento
- **Marketing goals**
 - Maintain/increase ridership
 - Increase FasTrak accounts
 - Position The Toll Roads as a partner within the community

FY12: Media At A Glance

Cable TV to Deliver Reach



- 2,070 spots over 17 weeks
- Delivered 4.3 million impressions targeted to adults 25-54 years

Radio for Top of Mind



- 8 weeks of :05 Radio Adlets and 5 weeks of Traffic Reports
- 6.8 million impressions

Out-of-Home to Target Time-Conscious



- 69 health clubs in OC
- Delivered 7 million+ impressions

Online To Drive Action



- 32-week plan utilizing Flash and rich media units
- 25,736 banner clicks

FY12: \$500 in Free Tolls Promotion

- **80,400 entrants as of April, 2012**
 - Q3 average trip 18.60x vs. 13.29x for the system = \$2,234,620
- **402 new FasTrak accounts from banner ads delivering an ROI of 125%**
- **Happy customers!**
 - *“The Toll Roads opened up job options for me.”*
 - *“\$500 will surely go a long way in helping my family, especially since we are paying for college for two sons and a third will start college in the fall!”*
 - *“I've lived in RSM since 1989 and used to drive to Orange for work, all the way through the canyon and across Chapman! It took forever, and then the Toll Roads were born! Yay!”*



FY12: Tuesday Promo Rewards Patrons

- Toll Road Tuesday partner highlights:
 - Anaheim Ducks – 244 tickets
 - LEGOLAND – 271 tickets as of 5/19
 - Aquarium of The Pacific – 466 tickets

THANK YOU FOR DRIVING THE TOLL ROADS!

We're rewarding customers with this special offer to buy discounted tickets to Anaheim Ducks games.

Look for other special offers for Toll Roads drivers all year long.

Tickets start as low as \$28.

To redeem offer, visit <http://Ducks.NHL.com/TheTollRoads>

The Toll Roads
Stop sitting. Get moving.

vs. Wild November 13 vs. Blackhawks November 23 vs. Kings December 6 vs. Coyotes December 14

MORE GAMES AVAILABLE ONLINE

Discount only valid through specific URL. Subject to availability. Questions? (714) 940-2858

Thank you for driving The Toll Roads.

The Toll Roads
Stop sitting. Get moving.

THE UNIQUE SWAP MEET EXPERIENCE
ORANGE COUNTY

MARKET PLACE

SHOPPING FOOD ENTERTAINMENT AFFORDABLE FAMILY FUN

Special Offer
With Coupons Below

Free Admission
For 2 Adults

Free Preferred Parking

Free Super Saver Coupon Sheet

\$60 Value!

FREE Super Saver COUPON SHEET
With This Coupon
Over \$50 in Values!
Return at Guest Services Booth • No cash value
Offer valid through December 30, 2012

FREE Adult ADMISSION
With This Coupon
Please surrender coupon to cashier
No cash value • Not valid with any other coupon
Offer valid through December 30, 2012

FREE Adult ADMISSION
With This Coupon
FREE VIP Preferred PARKING
With This Coupon
Please surrender coupon to Parking Attendant
No cash value • Not valid with any other coupon
Offer valid through December 30, 2012

Open Sat. & Sun. • 7 am to 4 pm
Costa Mesa Fairgrounds • 88 Fair Dr.
Info: 949-723-6616 • www.comarketplace.com

LIFT TICKETS AS LOW AS \$39

SKI FOR FREE .com

MUST PURCHASE ONLINE AT:
www.SkiForFree.com
Enter discount code: TOLL

mountain high

Save up to \$20 off 8 hour lift tickets to Mountain High Resort by purchasing online at www.ski4free.com. Offer \$20 value of ticket includes. Must purchase in advance. Limit 60 tickets per order. Discount not valid on packages and certain tickets. Offer not for combined with any other discount, discount provided until all seats fill. Some restrictions may apply. While supplies last. Offer valid during 2011-2012 season only. Visit www.ski4free.com for complete details and ticket offers.

COME VISIT THE AQUARIUM OF THE PACIFIC...

FREE Child's Admission
(Child Admission \$12.95, ages 3-11)
with the purchase of a regular Adult Admission (Adult Admission \$24.95)

Present this coupon and receive a FREE Child's Admission with the purchase of a regular Adult Admission. It's a great opportunity to meet the inhabitants of the planet's largest body of water and experience Shark Lagoon.

AQUARIUM OF THE PACIFIC
A non-profit institution

380 Aquarium Way
Long Beach, CA 90802
(562) 596-5100
aquariumofthepacific.org

The Toll Roads
Stop sitting. Get moving.

Discount good only on the regular ticket unless otherwise specified. Offer valid with the purchase of a regular Adult Admission. Limit one (1) discount per regular offer. Not valid with any other offer, including online offers or purchased tickets. Not valid at other retail locations. Restrictions of the coupon's benefits period is prohibited. No cash value. Redeemable to change. Expires next business day, 11:59 PM through 5/31/12. All tax.

AUTO CLUB SPEEDWAY

AMY JOHN'S 29

MARCH 23-25

IT'S GO TIME

AUTO CLUB 400

SUNDAY MARCH 25, 2012

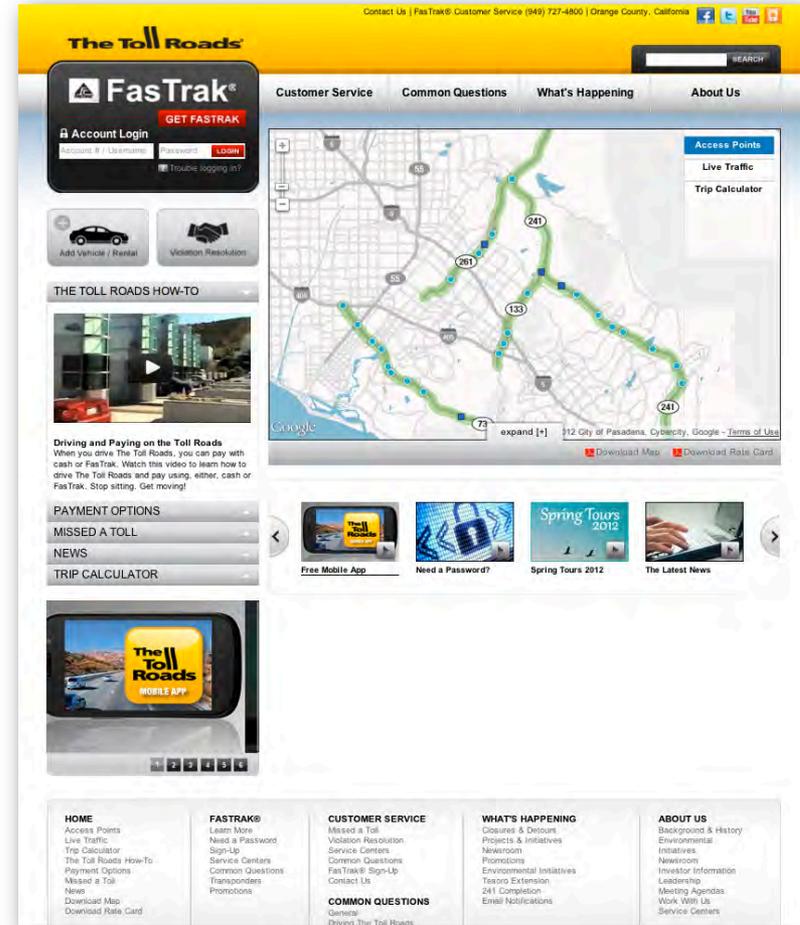
THANKS FOR DRIVING THE TOLL ROADS

We're rewarding customers with this special offer for discounted NASCAR tickets. Save up to \$20 per ticket!

The Toll Roads
Stop sitting. Get moving.

FY12: New Website Launched

- **Phase II to expand the following sections:**
 - Board of Directors
 - 241 Completion
 - The Project, Need, History, Status, Facts, Environment
 - Take Action
 - Visuals and Library
 - Implementing Search Engine Optimization functions and Google Analytics





FY13 Marketing Plan



FY13 Goals

- **Continue with goals as planned in FY 11**
 - Maintain/increase ridership
 - Increase FasTrak accounts
 - Position The Toll Roads as a partner within the community
- **Also support the implementation AET**
 - Drive awareness and education for new LPT payment options
 - Reduce diversion with promotions and incentives

Quantitative Research to Gain Insights

- **FasTrak account holders**
 - 13,000 email surveys
 - 300 responses per agency
- **Cash users**
 - 32,000 flyers
 - 300 responses per agency
- **Non-users**
 - 5,000 to an independent panel
 - 300 responses per agency
 - Live near Toll Roads
 - Have not used in last 12 months
- **Stated benefits of FasTrak**
 - No stopping
 - Lowest toll
 - Interoperability

The Toll Roads
Stop sitting. Get moving.

\$500 GAS CARD

4321 3544 5179 0320
UNIQUE YOUR PINNO DRIVER

WIN \$500
In Gas Cards

We'd like to know more about you!

COMPLETE OUR FIFTEEN
MINUTE SURVEY ONLINE
and you will automatically be entered to win.
Please go to the URL below for the survey.

www.TheTollRoads.com/Survey
and enter your unique 8-digit pin number.

If necessary, please contact us at 1-800-368-7262 for more information. ©2011 The Toll Roads. All rights reserved.

- **Stated benefits of LPT**
 - No stopping
 - Uses license plate technology/
No transponder needed
 - No prepayment required

Bulls-Eye Targeting Strategy





Traffic Reports for Reach & Frequency

- **Radio traffic reports to reach commuters during drive time with time savings benefits of FasTrak**
- **Messages promoting ease and access to local events and destination in Orange County to help brand “FasTrak OC”**

Rock/Hits

KROQ-FM
KCBS-FM
KLOS-FM
KYSR-FM

Talk/News

KABC-AM
KFWB-AM
KNX-AM
KFI-AM
KRLA-AM
KTLK-AM

Christian

KKLA-FM
KFSH-FM

Sports

KSPN-AM
KLAC-AM

Oldies

KDAY-FM
KHHT-FM

Adult

KRTH-FM
KOST-FM
KTWV-FM
KBIG-FM

Hits

KGGI-FM
KAMP-FM
KIIS-FM
KLST-FM
KKGO-FM

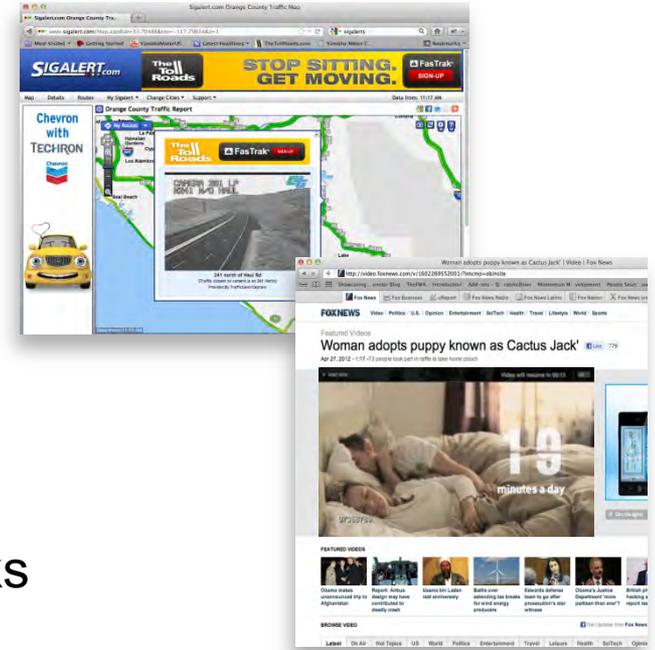
Spanish

KSCA-FM
KWKW-AM
KTNQ-AM
KLVE-FM
KRCD-FM

Online & Mobile For More Continuity

- **Online display ads and content**

- Banners ads displayed on local news and traffic reports
 - OCRegister.com
 - Sig-Alert.com
 - Traffic.com
 - Patch.com
- Geo- and behaviorally targeted ad networks
- :15 “pre-roll” that runs prior to the desired content video



- **Mobile apps**

- Pandora Internet Radio
- Beat The Traffic



Pandora

Beat the Traffic

Market Penetration with Westways

- **Westways Magazine OC Edition**
 - Leverage the 20% discount promotion to AAA Members
 - Half page 4-color ad
 - Distributed to 650,000 Orange County AAA Members
 - Look into advertorial opportunities when possible



Cable TV Delivers Strong Visual



- **Reach core households in Orange County and western Inland Empire with the greatest likelihood of using the roads**
 - Prime Time and high profile programming i.e. Monday Night Football, NBA playoffs
- **Local Game of the Week sponsorship to support the local community**
 - Branded “Toll Roads Halftime Segment”
 - One billboard per game with “Game of the Week brought to you by The Toll Roads” along with a :05 copy read and logo displayed
 - 752 total :30 Toll Roads spots over 47 weeks
 - 940 branded cross-channel “tune-in” promos over 47 weeks

Cable TV :30 “How Much
Time Will You Save?”



The Toll Roads

Stop sitting. Get moving.

TheTollRoads.com

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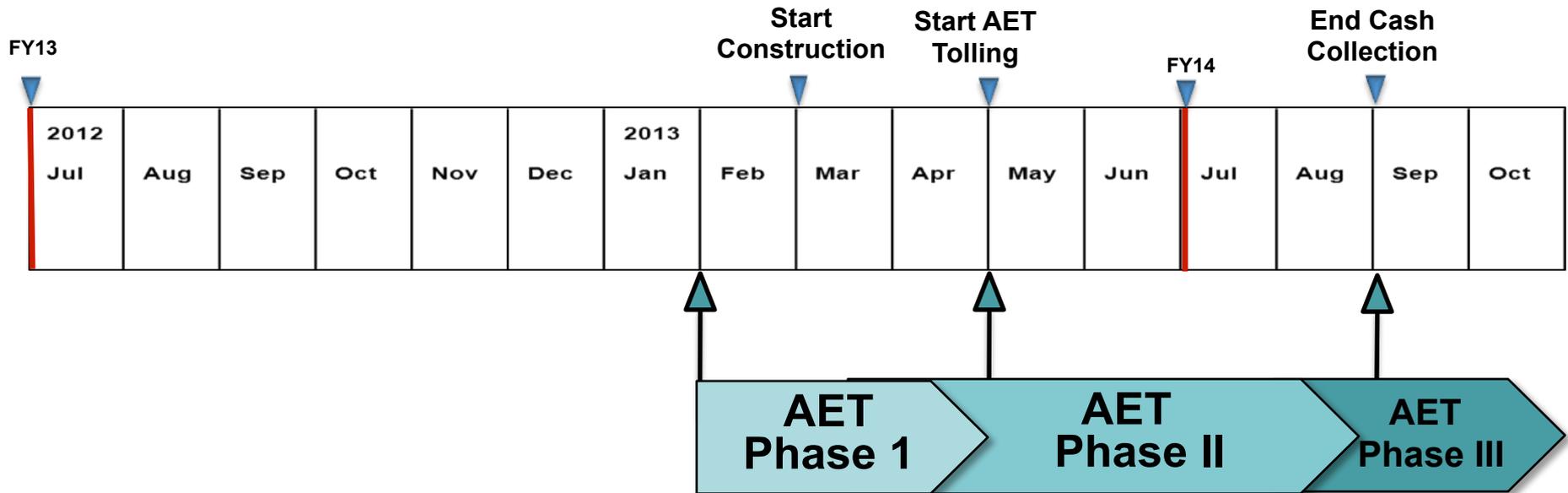


AET Marketing

AET Marketing

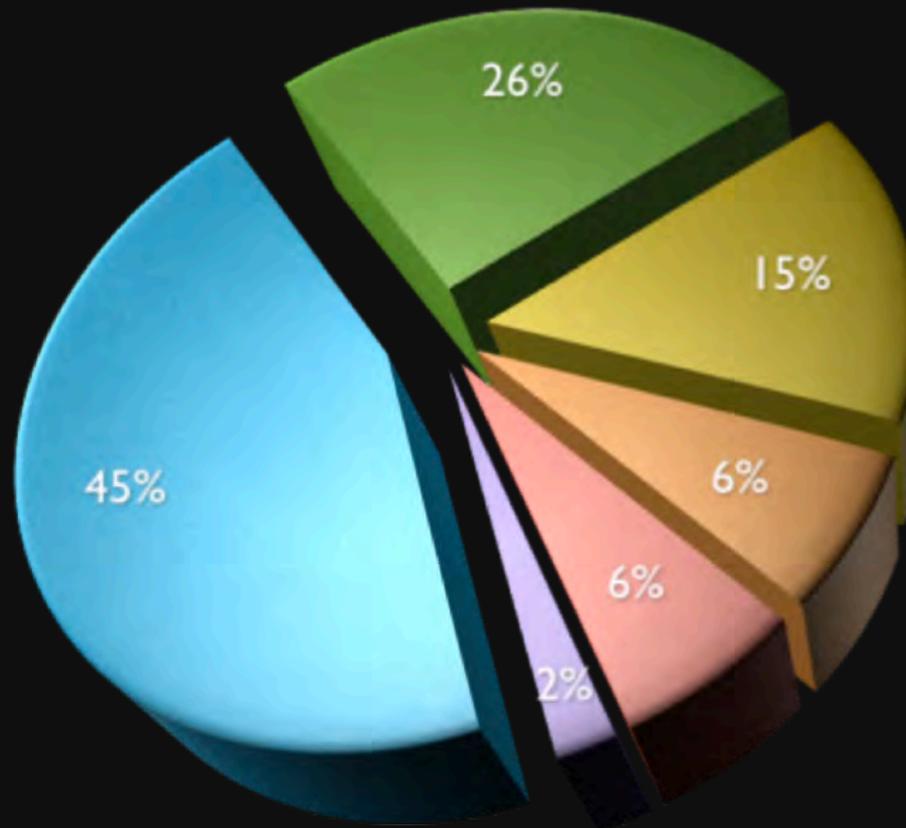
• 3-Phased Approach

- Phase I: Increase FasTrak accounts prior to the availability of LPT
- Phase II: Convert cash customers to the new LPT accounts
- Phase III: Awareness campaign when cash is removed



Strong Multi-Media Mix

● Radio ● Television ● Online ● Mobile ● Print ● Email





Staff Recommendation

- **Foothill/Eastern Transportation Corridor Agency**
 - Approve Contract No. K000529 Amendment 2 with Marshall Advertising & Design in the amount of \$1,573,333 for marketing services through June 30, 2013
- **Summary**
 - A three-year contract for marketing services was issued to Marshall Advertising & Design in June 2010. Approval of the staff recommendations, which were approved by the Joint Marketing Ad Hoc Committee, will fund the third year of a three-year plan.
- **Contractor/Consultant: Marshall Advertising & Design**
- **F/E Cost: \$1,573,333**



Staff Recommendation

- **San Joaquin Hills Transportation Corridor Agency**
 - Approve Contract No. K000529 Amendment 2 with Marshall Advertising & Design in the amount of \$325,667 for marketing services through June 30, 2013
- **Summary**
 - A three-year contract for marketing services was issued to Marshall Advertising & Design in June 2010. Approval of the staff recommendations, which were approved by the Joint Marketing Ad Hoc Committee, will fund the third year of a three-year plan.
- **Contractor/Consultant: Marshall Advertising & Design**
- **SJH Cost: \$325,667**



Discussion