

Movers  
metro doors



# WMATA Advertising & Marketing



M opens  
LM doors

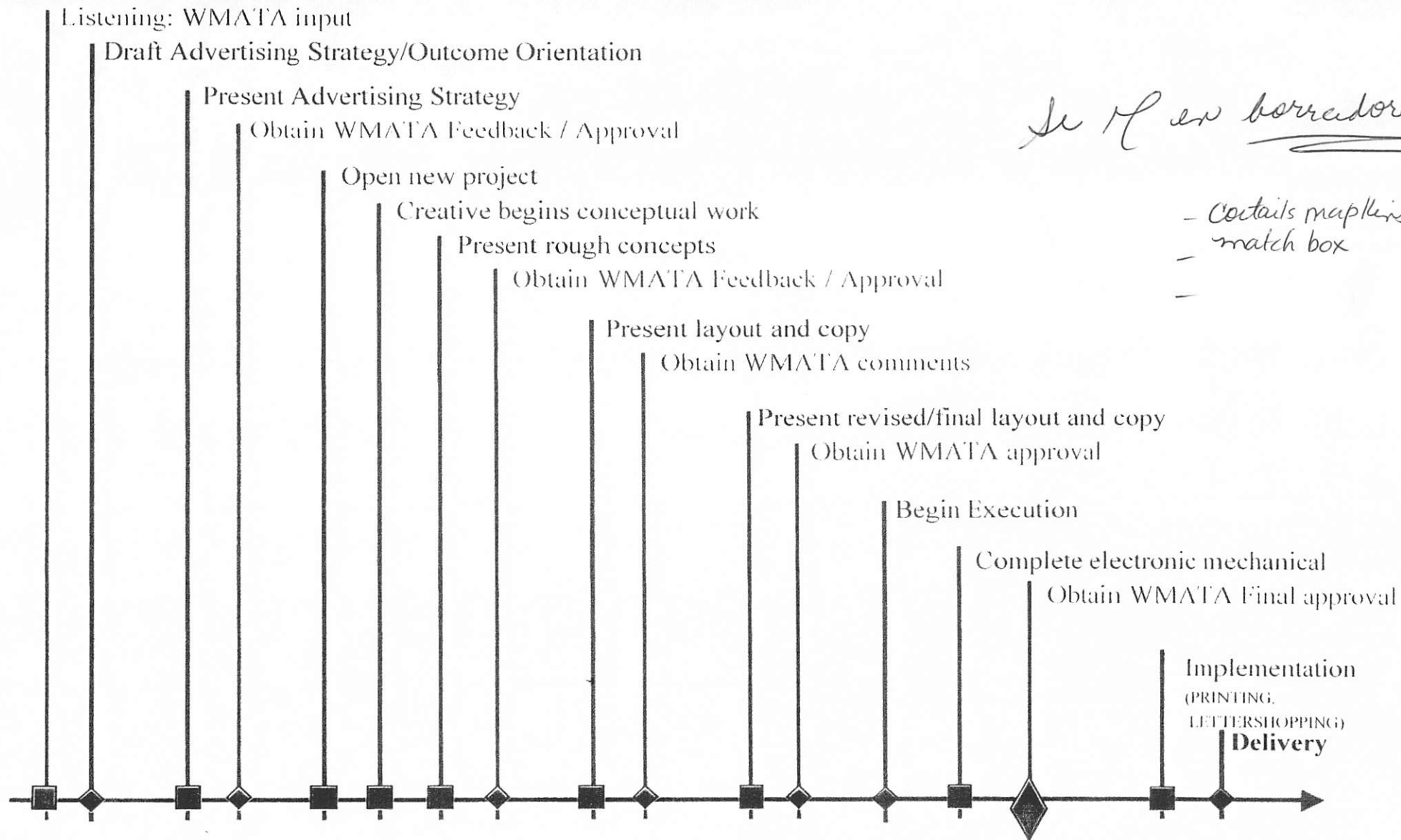


# WMATA & LM&O

How We Work Together



*See if ex borradores.*



- Coctails maplers
- match box
-



opens  
doors



# Advertising Strategy Brief

*not  
easted  
LHJ*



# Advertising Strategy Brief

LM O  
A D V E R T I S I N G

**What is the urgent issue this advertising must address?**

Outcome Orientation  
Advertising Strategy Brief Development

## HOW TO DEVELOP AN ADVERTISING STRATEGY

Account Management will draft an Advertising Strategy Brief with input provided by our partners. After partner approval (our new word for "client"), all conceptual development will be judged as to whether it is "on strategy" (Please note: Every advertising strategy brief must reference a job number!)

**Who is the target audience?**

**L**istening: The first step of our process determines the product's current status. This step involves gathering and analyzing data. That means listening to the client, the marketplace, the competition and the prospect.

- **What is the most urgent issue advertising must address?** *Is this a unique or cyclical opportunity? Is there a new or unusual problem? Has the marketing environment changed? Has the product changed? Is there a sales show or conference on the schedule?*
- **What is the current competitive framework and our place in it?** *Draw an Intellectual/Emotional Diagram and plot the marketing environment. Define our personality. Define our strengths and weaknesses. Define the strengths and weaknesses of the competition. Note any relevant market trends.*
- **Who is the target of the advertising?** *Think of a single person. Define this prospect demographically. Expand on the prospect's needs and desires. Does any behavior or experience make this prospect unusual?*



# Advertising Strategy Brief

**LM O**  
ADVERTISING  
Advertising Strategy Brief Development

**How can advertising make a difference?**

HOW TO DEVELOP AN ADVERTISING STRATEGY

**M**arketing:

After identifying the current market environment and our place in that landscape, the second step is to identify the role of advertising. Advertising solve every problem, so a broader marketing perspective is important to determine. Think of advertising as "part of the whole" and determine its place in creating.

**What action do we want the prospect to take?**

- **How can advertising make a difference?** Can the advertising create action? Can it influence a behavior? Can it change minds? Can it differentiate our product? Can it create awareness? Can it change how our competition is perceived?

**What is the primary reason the target should take this action?**

- **What action do we want the prospect to take?** Be specific. prospect to make a phone call, return a BRC, buy a ticket, visit our web site, feel an emotion, change an opinion or change a behavior.

- **What is the primary reason the target should take this action?** prospect benefit? Is the reason intellectual or emotional? Use a short, concise sentence.

**What are the executional considerations?**

- **Is there other support?** List other benefits, both tangible and intangible. List points about the product and organization that lend credibility.

- **What are the executional considerations?** What is the format and media? What are the budget considerations? What is the media environment? Will music or illustration be included? If so, does it require new or stock photography? electronic manipulation (scanning/photoshopping) included? What kind of sales information is required?

**What are the mandatories?**

- **What are the mandatories?** What is the format? When will it run? Will there be a response device? Will a logo and phone number be on the piece? (List as specific as possible)?



# Advertising Strategy Brief

LM O  
ADVERTISING  
Advertising Strategy Brief Development

## HOW TO DEVELOP AN ADVERTISING STRATEGY

**Outcome:** The third step of the process is monitoring the advertising. The outcome must be objectively measurable. In most instances this measurement should be related to the action we want the prospect to take.

*How will we measure that the advertising has been a success? Are we measuring the advertising against a base line? Are we using a specific number of sales or sales in dollars? What is the minimum goal for success? What is the short-term goal of the advertising? What is the long-term goal?*

**How will we measure the success  
of this message?**

**M**  
doors  
opers

CREATIVES



PHILOSOPHY





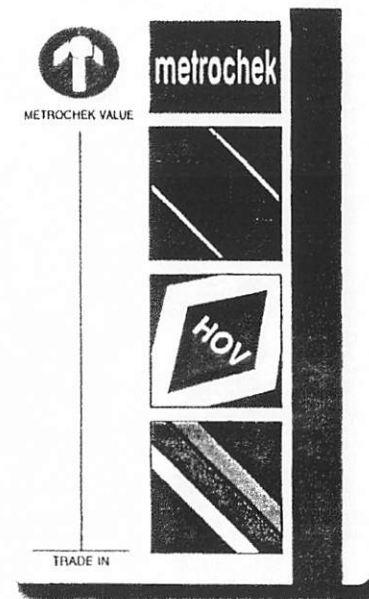
# Metrochek/SmartBenefits Campaign

M opens  
doors



# Metrochek

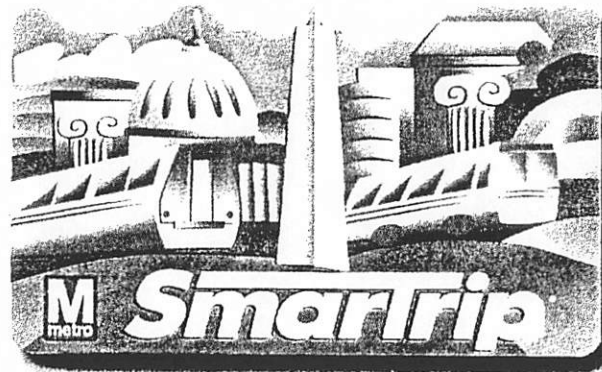
Metrochek is a transit benefit that has recently increased to \$100





## SmartBenefits

SmartBenefits is a web-based program that allows employers to provide the Metrochek benefit directly onto an employees SmarTrip card





# Target Audience

## Who:

- Private sector employers, human resources managers and benefits administrators (*decision makers*)

*2 target audience  
employers  
employees*

## What:

- Attend Metro sponsored Metrochek/SmartBenefits seminars or sign up for SmartBenefits on-line

## Why:

- SmartBenefits saves time and administrative cost


*goodwill - among your people*




# Print Ads

- Ads were placed in local newspapers to support the seminars


*our icon*




**Give Us A Little Time.  
We'll Save You A Little Money.**  
At Metro's Free SmartBenefits Seminars



Seminar Date: November 28th  
Time: 8:45 am - 12:00 pm  
Location: Metro Headquarters, 600 Fifth St, NW  
Closest Stations: Judiciary Square (Red line),  
Gallery Pl - Chinatown (Red, Yellow & Green lines)



Metrochek, a transit benefit program, is the best way to give your employees a lift to work. In January Metrochek's maximum will increase from \$65 to \$100, providing your employees with more rides. You can even eliminate paper Metrocheks with SmartBenefits by loading the value directly over the Internet to an employee's SmartTrip card—saving you time and administrative costs. Find out more at our free seminar. Call 202-962-1326 to register.




**m e t r o o p e n s d o o r s . c o m**

*serious proposition for a serious people*



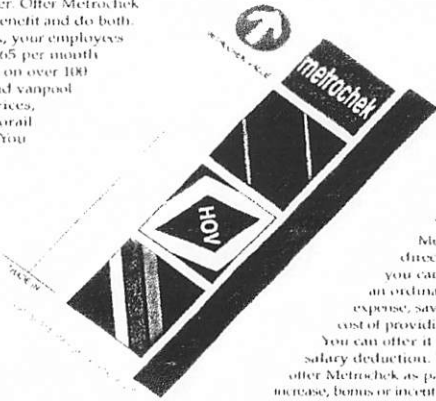
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Get your employees  
moving with Metrochek.

Inspire your employees. Make their commutes easier. Offer Metrochek as a company benefit and do both. With Metrochek, your employees can get up to \$65 per month worth of travel on over 100 area bus, rail and vanpool commuter services, including Metrorail and Metrobus. You get the kudos.



You can offer Metrochek as a direct benefit that you can write off as an ordinary business expense, saving part of the cost of providing the benefit. You can offer it as a pre-tax salary deduction. You can also offer Metrochek as part of a salary increase, bonus or incentive. Metro will even help tailor a Metrochek program to meet your company's needs.

Want more information? All the details are on our web site in the Metrochek section. Or call 202-962-1326. So get moving to [www.metroopensdoors.com](http://www.metroopensdoors.com)

**M** opens  
doors

m e t r o o p e n s d o o r s . c o m



# Brochure

*information*

- Distributed at seminars
- Inserted into direct mail package

**SmartBenefits**  
It's Metrochek without the paper work.

## Metrochek For Your Employees

Metrochek makes it easy and affordable for your employees to get out of traffic. And they'll love you for it. The program allows you to provide them with a tax-free or pre-tax benefit of up to \$100 per month (\$1,200 per year), good on over 100 area bus and vanpool commuter services, on MARC and VRE, and, of course, on Metrorail and Metrobus.

### How Metrochek Works.

Metrochek is an exchangeable fare-card voucher, available in denominations of \$1, \$5, \$10, \$15, \$20, \$21 and \$30. When you provide a Metrochek worth \$20 or more, your employee gets a 10% bonus added to the card that can be used on Metrorail. Metrocheks are used just like ordinary Metrorail fare-cards. They don't expire. They can be used in the Exitfare or Passes/Farecards machines in stations to add value as needed. And, unused Metrocheks can be exchanged for fares of equal or greater value for bus, vanpool and commuter rail service. For a

list of locations where your employees can exchange unused Metrochek cards, go to [www.metroopensdoors.com](http://www.metroopensdoors.com).

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SmartBenefits makes it even easier to provide Metrochek transit benefits to your employees. It's a Web-based program that lets you load the dollar value of an employee's Metrochek benefit directly on their SmartTrip card.

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Employees who use all of their Metrochek transit benefits on Metrorail don't have to use Metrochek cards anymore. Instead, they give you their registered SmartTrip card serial number, and you load their Metrochek benefit value directly into that card's account, via the Web. By eliminating paper Metrochek cards, SmartBenefits saves you time, reduces administrative costs and streamlines the entire process of providing your employees with Metrochek.

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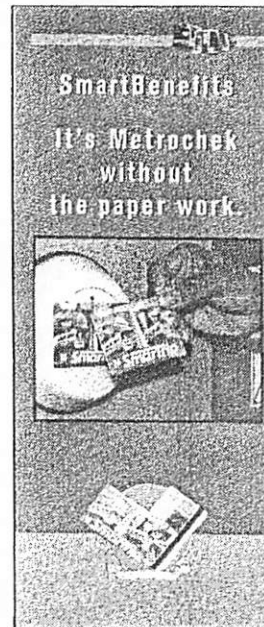


*serious tone  
serious people*



# Direct Mail

- Delivered to employers in Metro accessible areas in Maryland, Virginia and the District of Columbia



✓ use brochure

✓ letters

✓



## Target Audience

### Who:

- Private sector employees who commute to work

### What:

- Encourage their employers to sign up for Metrochek & SmartBenefits


### Why:

- The Metrochek transit benefit has increased to \$100




# Print Ads

- Ads were placed in local English & Hispanic newspapers



One of these commuters is saving \$500 in taxes.




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## Rail Cards

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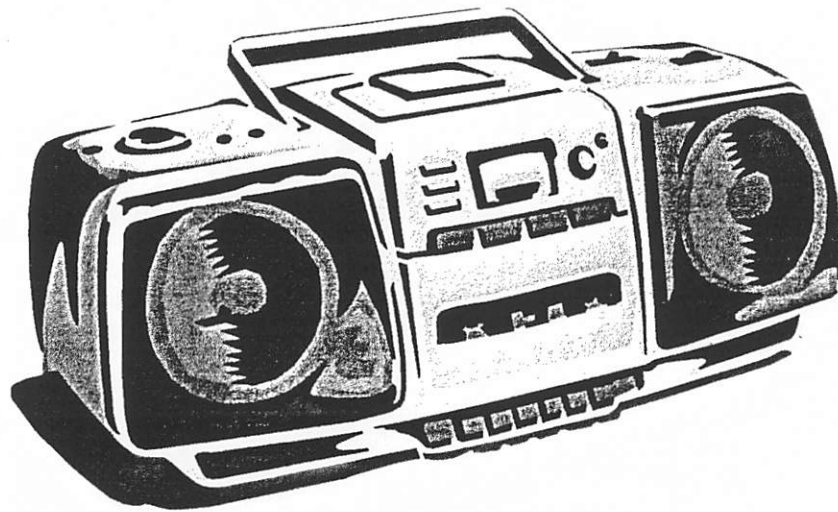
m e t r o o p e n s d o o r s . c o m



- Placed in Metrobuses to reach commuters



# Radio



- Radio was used to extend the reach and frequency of the media schedule

**M** opens  
doors



# Results



## Metrochek Program

**197**

Employers joined Metrochek

**2,624**

Employees joined Metrochek



## SmartBenefits Seminars

**200 +**

Number of people who attended  
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# SmartBenefits Program

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New Employer Accounts

**3,641**

New Employees Participants



## SmartBenefits Sales

**\$4.4 million**

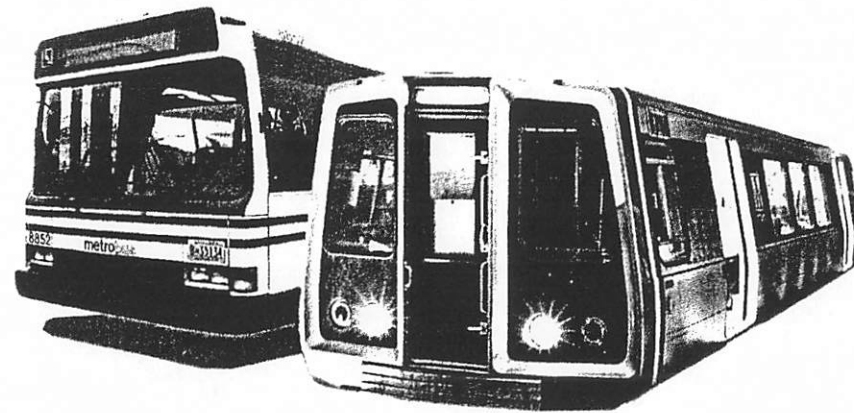
SmartBenefits web site sales  
(including electronic & Metrochek)



# Question & Answer



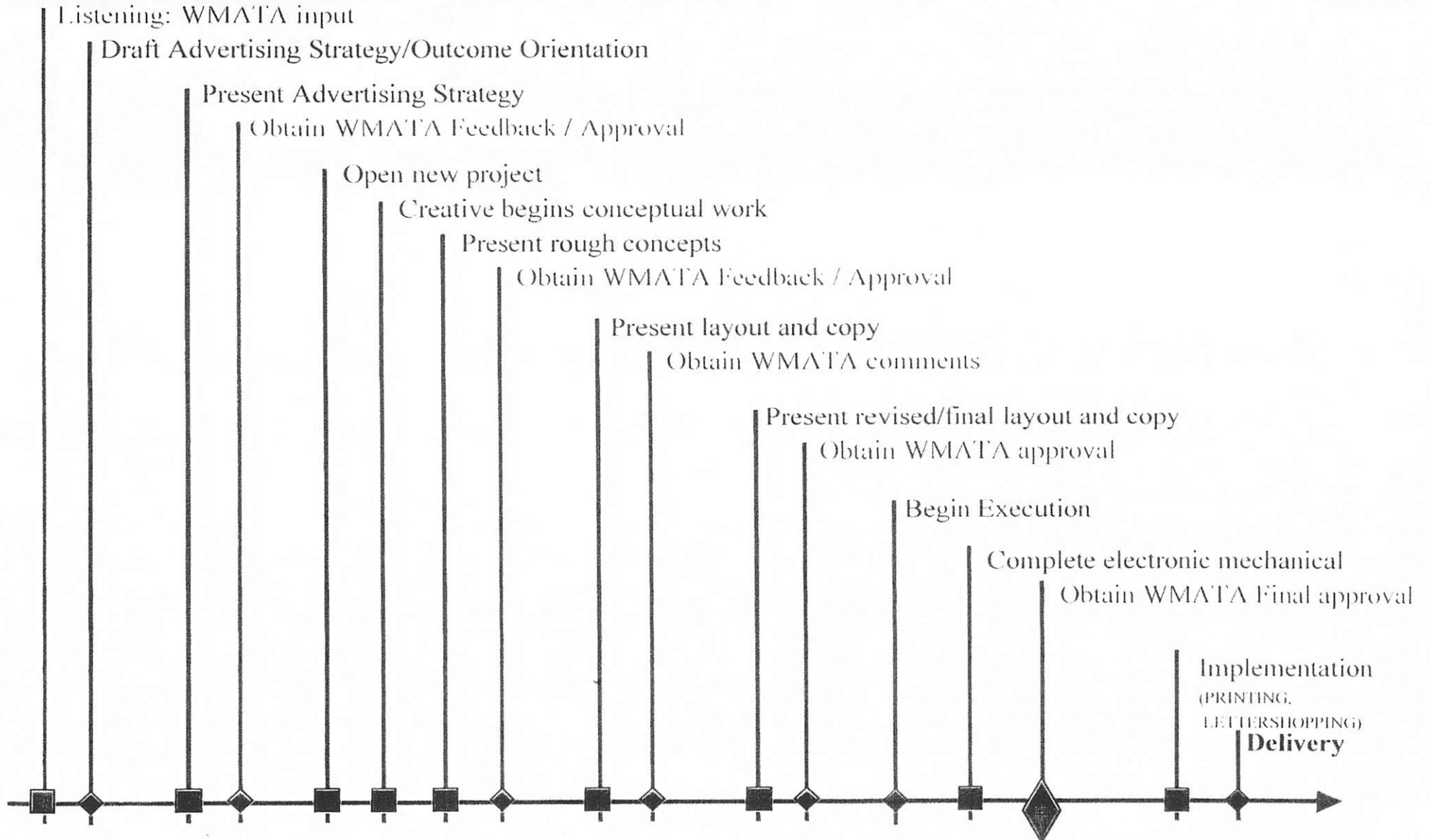
# WMATA Advertising & Marketing





# WMATA & LM&O

How We Work Together





# Advertising Strategy Brief



# Advertising Strategy Brief

LM O  
A D V E R T I S I N G

Outcome Orientation

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ADVERTISING

Advertising Strategy Brief Development

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LM O  
ADVERTISING  
Advertising Strategy Brief Development

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**How will we measure the success of this message?**

PHILOSOPHY



CREATIVE



opens  
doors



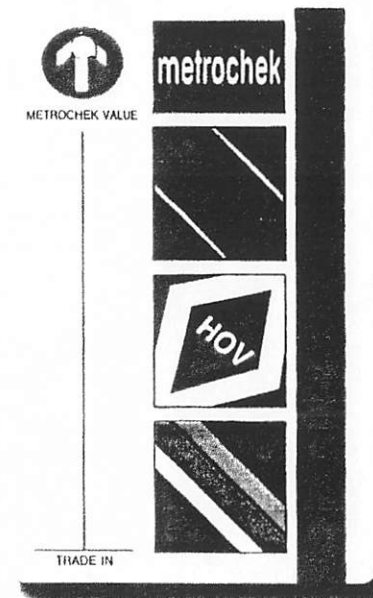


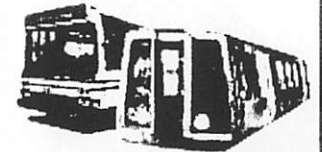
# Metrochek/SmartBenefits Campaign



# Metrochek

Metrochek is a transit benefit that has recently increased to \$100





## SmartBenefits

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## Target Audience

### Who:

- Private sector employers, human resources managers and benefits administrators

### What:

- Attend Metro sponsored Metrochek/SmartBenefits seminars or sign up for SmartBenefits on-line


### Why:

- SmartBenefits saves time and administrative cost




## Print Ads


- Ads were placed in local newspapers to support the seminars




**Give Us A Little Time.  
We'll Save You A Little Money.**  
At Metro's Free SmartBenefits Seminars



**Seminar Date:** November 28th  
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**opens  
doors**

**m e t r o o p e n s d o o r s . c o m**



# Print Ads

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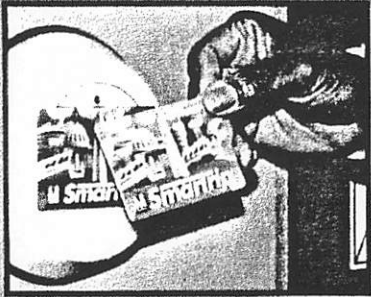
**M** opens doors  
metro

m e t r o o p e n s d o o r s . c o m




# Brochure

- Distributed at seminars
- Inserted into direct mail package



**SmartBenefits**  
It's Metrochek  
without  
the paper work.



## Metrochek For Your Employees

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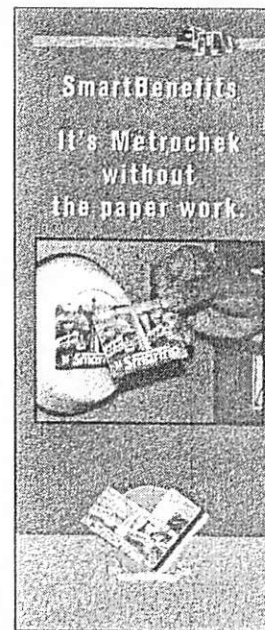
SmartBenefits is great for your employees too. Registered SmartTrip cards





# Direct Mail

- Delivered to employers in Metro accessible areas in Maryland, Virginia and the District of Columbia





## Target Audience

### Who:

- Private sector employees who commute to work

### What:

- Encourage their employers to sign up for Metrochek & SmartBenefits


### Why:

- The Metrochek transit benefit has increased to \$100




# Print Ads

- Ads were placed in local English & Hispanic newspapers



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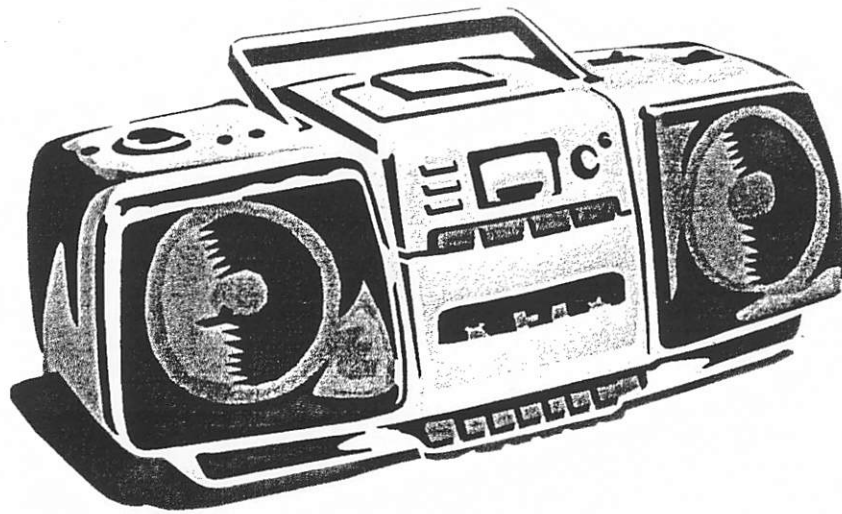
m e t r o o p e n s d o o r s . c o m



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# Question & Answer