

WMATA Communications Campaign





Background

- New Advertising Agency
 - Laughlin, Marinaccio & Owens Advertising
- LM&O's Experience
- Exhaustive Orientation
- Review of Metro Research



Campaign Objectives

- Take Advantage of this Unique Period in Metro's History
 - Rail System Completion
 - Metrorail 25th Anniversary
 - Board's Transit Service Expansion Plan
- Integrate Bus & Rail
- Flexible Frame for the Broad Spectrum of Internal & External Communications



Campaign Objectives

- Enduring, Consistent Image, Tone and Feel
- Appropriate to the Region & Market
- Clear, Compelling, Clutter-Free Messages
- Works Across All Media
- Emphasize Quality of Life Issues
- Provide Return (Ridership) on Investment



Metro Marketing Plan

- Focus Marketing Communications Where Capacity Exists
- Bus and Bus to Rail
- Off-Peak and Shoulders of the Peak
 - Late Night and Other Off-peak
 - Sports and Events
- Metrochek and SmartBenefits



Metro Marketing Plan

- Technology Items
 - SmarTrip
 - Credit/debit
 - E-commerce
 - The Ride Guide
 - Web site
 - Call Center
- Tourism
- Green Line Opening



Metro Marketing Plan

- 25th Anniversary
- New Residents



Campaign Theme & Framework



**opens
doors.**



Metrobus













Every neighborhood is only two doors away.

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opens
doors.



Metrobus

metro



opens doors to new communities

Free Bus Rides Jan. 16-26

In conjunction with the Green Line expansion, Metro is offering free bus rides to two new Metrorail stations. The new M2 Metrobus runs between Fairfax Village and the Naylor Road Station. The new

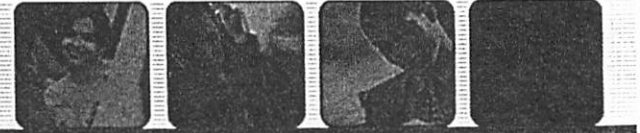


M8,9 Metrobus runs from Washington Highlands to the Congress Heights Station. Between January 16th and 26th, you can ride these bus routes free.

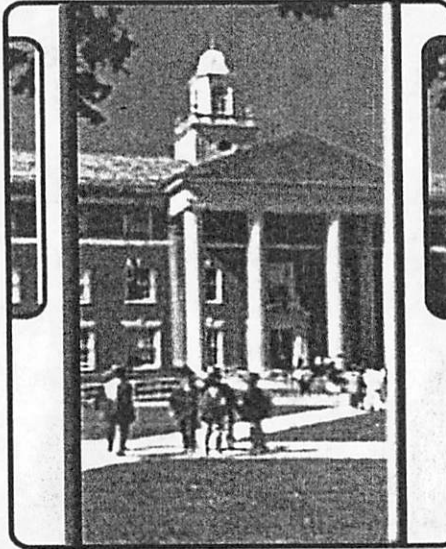
For information on these and other bus route changes, call 202-637-7000. Or visit the Green Line online at www.metroopensdoors.com/greenline.

www.metroopensdoors.com/greenline





Metrorail



**Getting here took 12 years of hard work and sacrifice.
(And 16 minutes on the Green Line.)**

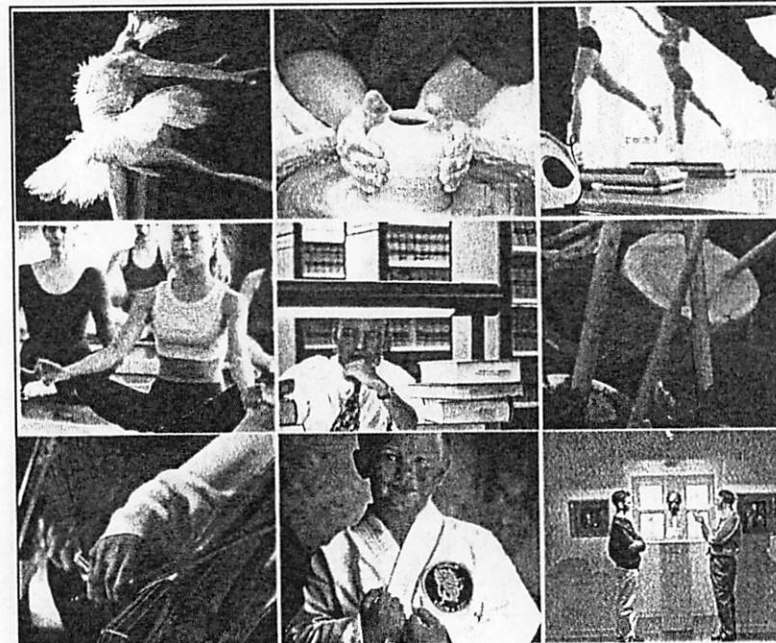
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Off-Peak

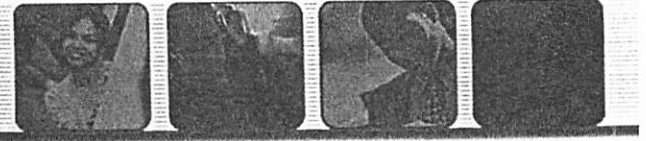


We can take you on a journey
of self-exploration.

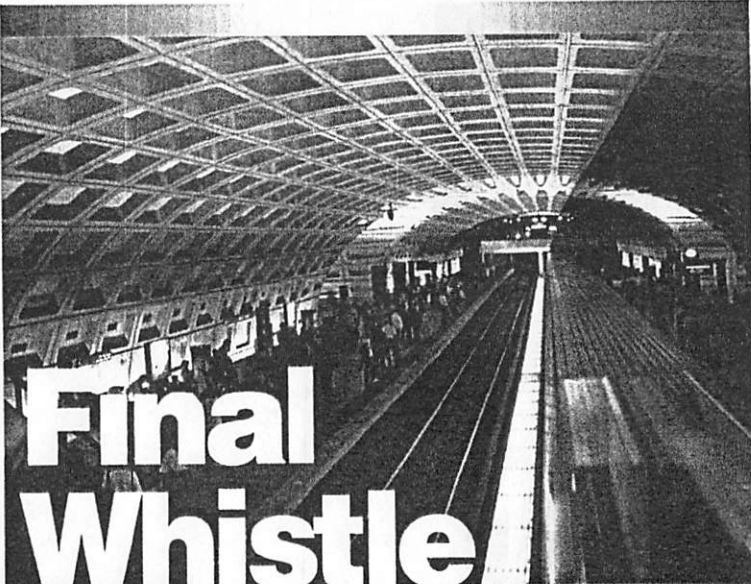
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M opens
metro doors.




Off-Peak



Final Whistle 2 a.m.

Going to the game at the MCI Center? Forget driving. Skip the taxi. Take the train. Gallery Pl-Chinatown is the stop you want. And if you're doing the post-game thing, remember, Metrorail runs late on Friday and Saturday nights. For more information, call 202-637-7000. Visit Metro on the Web at www.wmata.com.



Play until 2 a.m.



metro[®]

Take the train to the game at MCI Center. Take the late train home on Friday and Saturday nights. For info, call 202-637-7000.



Off-Peak



The zoo is going to be a zoo.



The doors to the panda exhibit open today.

Parking will be a bear. Make sure you take Metro. Just hop on the Red Line and take Metrorail to the Woodley Park-Zoo/Adams Morgan station or the Cleveland Park station. Both the L1 and L2 Metrobuses stop at the Connecticut Avenue entrance, while the H2 Metrobus goes to the Harvard Street entrance.



Visit our Ride Guide for trip planning at www.metroopensdoors.com • (202) 637-7000



Late Night



**When you've finished rocking,
Metro is still rolling.**

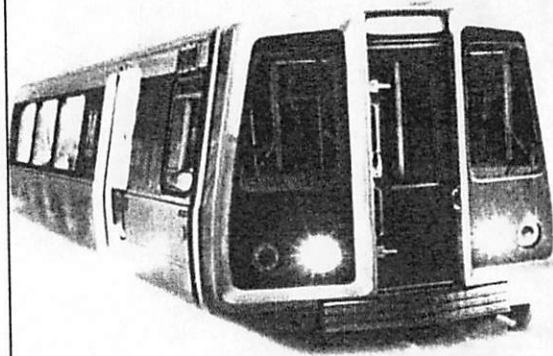
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opens doors.



Late Night



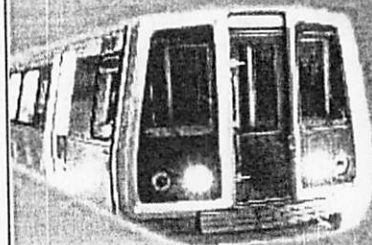
Now running until 2 am.
(Just like your tab.)

Announcing 2 am service on Fridays and Saturdays.



see you later

www.wmata.com • 202-637-7000



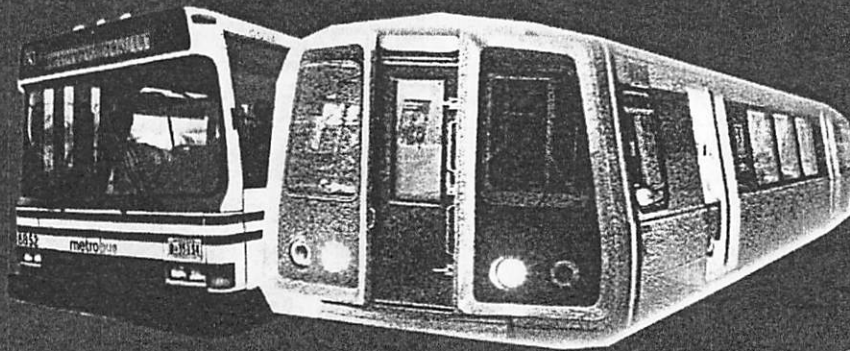
see you later

Announcing service 'til 2 am on Friday and Saturday nights.





Late Night

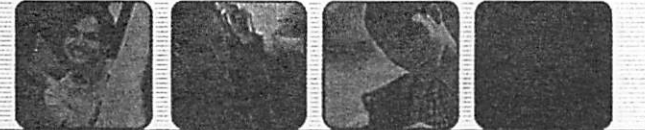


See you later.

Go home with us 'til 2 a.m. on Friday and Saturday nights.



metroopensdoors.com



Late Night

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M opens metro doors

Metro now runs until 2 a.m. every Friday and Saturday night.

metroopensdoors.com

Let's end the night together.

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M opens metro doors

Metro now runs until 2 a.m. every Friday and Saturday night.

metroopensdoors.com

Let's end the night together.

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M opens metro doors

Ride metro until 2 a.m. every Friday and Saturday night.

metroopensdoors.com

See you later.

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Late Night

When
you gotta
go,
you gotta
go.



Metro goes until 2 a.m. on Friday and Saturday nights.



www.metroopendoors.com

Have
a seat
until
2 a.m.



Metro runs late on Friday and Saturday nights.



www.metroopendoors.com



Metrochek/SmartBenefits

Get moving with SmartBenefits now.

To get the details about the SmartBenefits program, contact your Metro Account Representative. Or call 202-962-1326. Information on Metrochek and SmartBenefits is available at www.wmata.com.

Call now to get SmartBenefits. And stop pushing paper.

Metro makes one of the best gifts a boss can offer an employee even better.



We've removed the paperwork.

Introducing the SmartBenefits program.

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

The SmartTrip card.

The SmartTrip card is a permanent, plastic, electronic farecard that over 100,000 Metrorail riders now use in place of paper farecards. SmartTrip can also be used to pay for parking at Metro-operated parking lots. Each card has a unique serial number, and it is registered at the time of purchase. If the registered card is lost, it can be replaced, along with the remaining Metro value.

What makes SmartBenefits so smart?

Employees who use all of their Metrochek cards on Metrorail don't have to be issued paper Metrocheks 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.

SmartBenefits will reduce the amount of paper Metrochek cards you buy. That saves you time, reduces administrative costs and streamlines the entire process of providing your employees with their Metrochek benefit.

SmartBenefits is great for your employees too. Registered SmartTrip cards are protected against loss, and there are no more worries about torn or demagnetized paper cards.





Green Line Opening



Metro Opens Doors to New Communities.

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**opens
doors.**



Green Line Opening

metro
 opens doors to new
 communities



the Green Line is now closer to you
 Opening January 13, 2001



5 New Stations


Congress Heights
 Alabama Ave. & 13th Sts., S.E. DC

Southern Ave
 Southern Ave. southwest of Mississippi Ave., MD

Naylor Road
 Naylor Rd. between Branch Ave. and Suitland Pkwy., MD

Suitland
 Silver Hill Rd. northeast of Suitland Pkwy., MD


Branch Ave
 Auth Way east of Branch Ave., MD



New Bus Routes, Too

Along with the new bus routes, there are several changes to existing routes, which will take you to the new Metrorail stations. For information, you can pick up new bus schedules at any of the five new Green Line stations. Call (202) 637-7000. Or visit www.wmata.com/greenline for more bus information.

Opening January 13, 2001

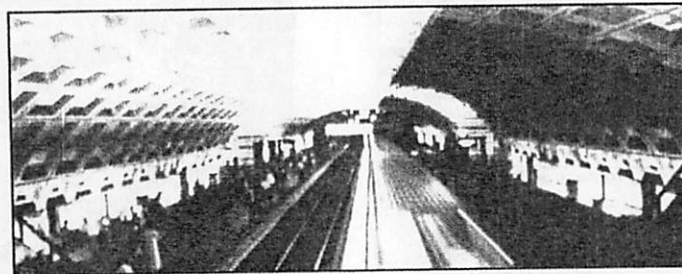


PRESCRIBED
 FIRST CLASS MAIL
 U.S. POSTAGE
 PAID
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 PERMIT NO. 803



Green Line Opening

metro opens doors to new communities



Free Rides At Five New Green Line Stations.

On Saturday, January 13, five new stations will open on the Green Line. And from 10:00 a.m. until 4:00 p.m., on that day, you can hop on a train at any of these stations and take a free roundtrip ride. For your convenience, over 40 bus routes serve our new Green Line stations. So be sure to pick up new bus schedules at any of these new stations. For information you can also call 202-637-7000. Or visit the Green Line online at www.metroopensdoors.com/greeline.



These stations will open for free rides.

Congress Heights
Alabama Ave. & 13th Sts.,
S.E. DC

Naylor Road
Between Branch Ave.
and Suitland Pkwy., MD

Branch Avenue
Auth Way, east of
Branch Ave., MD

Southern Avenue
Southern Ave., southwest
of Mississippi Ave., MD

Suitland
Silver Hill Rd., northeast of
Suitland Pkwy., MD

www.metroopensdoors.com/greeline





Access to Jobs Program



Metro opens doors to opportunity.

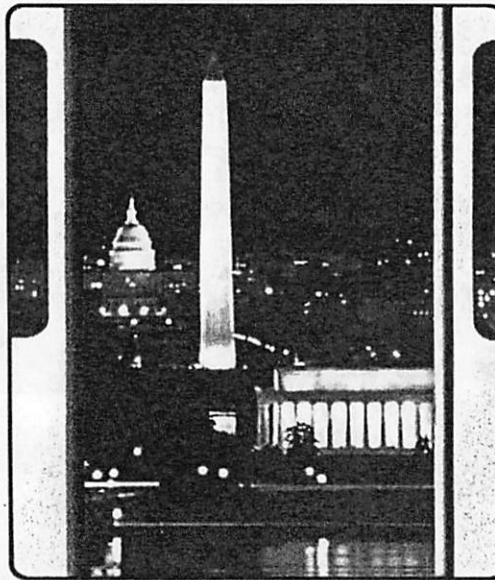
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Tourism



Go for a
monumental ride.

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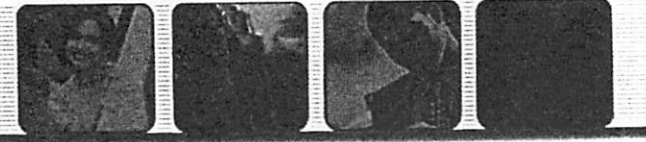
 **opens
doors.**



Tourism

Every day, people just like you slip through our doors to get to work, to school, to the office, to the gym, and to all the fun places and things. From the bus, to the rail, you can get to where you really want to be. Find out what does Metro can open for you. Call 202.675.2111 or visit metroopen.com to check out our Ride Guide for trip planning.

M opens doors
metro



Tourism

The Metrorail \$5.00 Ride All-Day Pass Is A Terrific Deal In Any Language.



is the safest, cleanest and easiest way for you to tour Washington, DC. The \$5.00, One Day Pass is good after 9:30 a.m. on weekdays and all day on weekends and Federal holidays. Use it as many times as you like — see monuments, museums, and more. Passes are available at all Metrorail stations. For routes and schedules, call (202) 637-7000. Or visit our web site at www.WMATA.com.



For more information:

1) Call 1-800-407-0032.

2) Dial your language code:

☒ England: #1. ☒ Germany: #2.

☒ France: #3. ☒ Italy: #4.

☒ Brazil: #5. ☒ Spain: #6.

☒ Japan: #7. ☒ Korea: #8

3) Dial #849 for Metrorail Ad.



Tourism

How To Give 2041 Locksmiths The Key To The City.

Give them the Metro Passport. With it, they can ride all day on Washington's public transportation system—Metrorail. To find out how to make the two-, three- and four-day passes part of your next meeting or convention, visit www.wmata.com.



Moving 992 Chiropractors Around Town Doesn't Have To Be A Pain In The Neck.

No matter what kind of group you're planning for, they'll want to get out and about. So put a Metro Passport in their hands and put them on Metrorail. The Passport is good all day, and it's a good value. Get more information on this special pass at www.wmata.com.



Getting 1226 Pastry Chefs Around The City Can Be A Piece Of Cake.

The Metro Passport is the easiest, most affordable way to get conventioners moving around D.C. This special pass gives unlimited travel on Metrorail all day, from opening to closing. For information on two-day, three-day and four-day passes, go to www.wmata.com.









Metro Opens Doors to New Communities.

Learn about Metro's new communities and how they can help you get where you need to go. Visit us online at www.metro.net or call 1-800-333-3333.

M opens doors.



Getting here took 12 years of hard work and sacrifice. (And 16 minutes on the Green Line.)

Learn about Metro's new communities and how they can help you get where you need to go. Visit us online at www.metro.net or call 1-800-333-3333.

M opens doors.



When you've finished rocking, Metro is still rolling.

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M opens doors.



Metrochek. It's your ticket to savings up to \$780 a year.

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M opens doors.

METRO JOB OPPORTUNITIES

Learn about Metro's new communities and how they can help you get where you need to go. Visit us online at www.metro.net or call 1-800-333-3333.

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M opens doors.



Go for a monumental ride.

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Metro opens doors to opportunity.

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We can take you on a journey of self-exploration.

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M opens doors.

opens doors.

