

To: Metrolinx Board of Directors
From: Mark Childs, *Chief Marketing Officer*
Date: November 22, 2019
Re: Marketing Quarterly Update

Executive Summary

The Marketing Division drives ridership and fare revenue through marketing, customer insights, establishing partnerships and promoting non-fare sales. Data, research and experience-driven customer insights are the basis of our ridership and revenue growth decisions. Building our understanding of current and future customers leads to more targeted acquisition and retention strategies, the identification and removal of barriers, increased ridership and revenue, and an improved customer experience.

Customer marketing strategies and plans support each of our brands: GO, UP Express, PRESTO and Metrolinx. These plans drive ridership and fare revenue growth through value-added benefits, event promotions and incentives that encourage travel at all times of the day and all days of the week, for a variety of customer journey purposes (why and where people travel). Marketing campaigns include:

- Find your GO Time which reaches out to new and existing GO customers, positioning time on GO Transit as time well spent was adapted to target student's with campus advertising and on-site activation, promoting the discounted student concession;
- participating in large scale late Fall partnership events with branded activations to educate customers and potential customers to encourage ridership to Cirque du Soleil Allegria at Ontario Place, the Royal Winter Fair and Santa Claus Parade;
- the Fall Trip Purpose campaign promoting both events and reasons to use GO for fun and entertainment, driving interest to our e-Ticket sales platform for convenient advance purchase;
- the UP Express Airport Traveller Acquisition campaign continues to run in market at Pearson Airport and on targeted social channels. The campaign was complemented with an Influencer campaign and new organic social content series to grow awareness of UP and encourage social engagement with our brand.

Highlights

In the last quarter (July 1 - September 30, 2019), GO Transit ridership was 19.6M and UP Express ridership was 1.1M, for total ridership of 20.7M. This is +4.8% higher than the same period last year. Growth occurred across all train corridors, with Barrie corridor continuing to show the strongest growth at +11.3%.

A +7.8% increase in September GO ridership was supported with the introduction of more rail service on the Lakeshore West, Lakeshore East, Kitchener and Stouffville GO lines, including:

- Year-round two-way weekend service between Niagara Falls and Toronto
- More weekday peak service between West Harbour GO and Union Station
- Hourly two-way weekday evening train service on the Kitchener Corridor

Events attracted 580K more boardings than last quarter, with 80% of this lift from the CNE. Metrolinx began to sell eTickets, allowing customers to pre-purchase their fare in advance of riding. Marketing efforts have increased to digital assets to link GO as a way to get you to and from events quickly and easily.

Marketing division's quarterly highlights include:

- Linking the use of the digital eTicket to events via digital channels. Since launch, eTicket sales have been growing steadily. Major factors leading to growth include consistent promotion in social media and promotion of platform on web pages with highest volume of traffic. While not all of these sales are incremental ridership, based on the robust sales, customers were looking for another channel to purchase their fares.
- GO promoted itself as the easy, convenient way for families to get to the Canadian National Exhibition (CNE). Routes were modified to make stopping at Exhibition Station more seamless. A highly targeted, new marketing campaign launched to promote key features of using GO transit: midday service, the senior's discount, shorter distance fare and Kids under 12 riding free. It was a very successful partnership, with continuous good weather that helped boost 2019 CNE ridership to 463K.
- GO made it easy for attendees to get to FAN EXPO Canada, the largest Comics, Sci-Fi, Horror, Anime, and Gaming event in Canada. GO promoted combo-ticket sales, and offered a PRESTO Perk discounted admission offer. Over 23K riders chose GO as their way to get to the event.
- Since September, GO has been promoted as the best way to get to Cirque Du Soleil Alegria performance. Guests can receive a discounted admission through a PRESTO Perks offer. Cirque held an activation at Union Station and on the train with performers in early October. We are seeing 1K more boardings per Cirque Du Soleil's show as a result.
- The Royal Winter Fair is the second largest event partnership for GO, typically attracting 24K riders. To increase visibility of the event, GO promoted the fair with an activation including miniature horse, Lil' Ben, riding on the GO train and meeting customers at stations along Lakeshore West. This was covered by



Cirque Activation at Union Station



Royal Agricultural Winter Fair Activation

CP24, Global News, CTV, Blog TO and Narcity. GO also sold combo tickets for the event and offered a PRESTO admission perk.

- Marketing worked with Tim Horton’s operators to promote the Tim’s offering for the Burlington and Oshawa stations and surrounding communities. The results of the marketing efforts generated sales results that exceeded the franchisee’s expectations and informed customers of key benefits of Tim’s Rewards and local event promotions, the availability of the Mobile App.
- Our GO Transit meme social post led to an increased engagement and followers on Instagram, pushing us past the 10,000 follower mark and doubling our organic reach since July.
- UP Express ran its first ever influencer campaign #UPTourGuide. The purpose of the campaign was to grow awareness of UP Express in high potential markets (e.g. Mexico and USA). The campaign delivered over 10.3 million impressions.
- UP Express launched multiple user generated content series in the middle of September (#UPlovesToronto, #UPplayover, #UPtoAdventure) to create a stronger affinity to Toronto and give people a reason to engage with us. Instagram followers have grown steadily and have surpassed the 3,000 mark.



Conclusion

Metrolinx brands are presenting a stronger share of voice with customer experience at the centre of our work that is driving demand and resulting in increased ridership momentum and revenue generation.

Respectfully submitted,

Mark Childs
Chief Marketing Officer