

# Brand Campaign Update

**Sharyn Byrne-Nearing**  
**Director, Brand & Digital Marketing**

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# EXECUTIVE SUMMARY : WHY IS THIS PROJECT IMPORTANT?

## Supports our strategic objectives:

- Building ridership and revenue
- Increasing non fare revenue
- Developing strategic partnerships

## Puts the customer at the centre of our brand experience:

- Attracts new segments and new trip purposes
- Positions Metrolinx at the centre of the transit planning conversation
- Drives future consideration of transit

## Is evidence based:

- Broad regional footprint - Greater Golden Horseshoe & Ottawa
- Honest and insightful
- Drives return on investment (ROI) and evaluation for ongoing marketing initiatives



## RECOMMENDATION

### RESOLVED:

**THAT** the Metrolinx Board of Director's endorse the brand strategy approach and actions set out in the Director of Brand & Digital Marketing's February 7, 2019 report, to develop plans that bring the brand promises to life, driving ridership and customer loyalty.

# TRANSIT IS AN EMOTIONAL SUBJECT

## And time, can emotionally and thematically be an organizing framework

Using travel time to get things done means we can live our lives better when we get to where we are going:

- **MX**: less time getting there, more time being there
- **GO**: don't take time, make time
- **UP**: 25 Stress-free minutes
- **PRESTO**: seamless tap and GO



# METROLINX: POSSIBILITIES

CONSISTENT ACROSS ALL BRANDS

## OUR CORPORATE VISION:

Getting you there better, faster, easier.

## WHAT WE BELIEVE:

We believe world class transit creates stronger, more prosperous communities.

## OUR PROMISE:

We exist to give people the ability to live, work and play where they choose.

## OUR EXISTING STRATEGY:

Creating Connections

## OUR RESEARCH RESULTS:

Unknown entity.

## METROLINX TOMORROW:

A global leader in transportation: commercially minded, solutions focused, community builder, visionary.

## METROLINX VOICE:

Imaginative. Inspiring. Grounded.



# UP: STRESS FREE

**UP BELIEVES:**

Getting to and from Pearson can be the most stressful part of a trip.

**UP’S EXISTING STRATEGY:**

Premium, elevated airport express experience

**UP RESEARCH RESULTS:**

Service is still undiscovered by most, but once customers try it, they love it.

**UP’S NEW STRATEGY:**

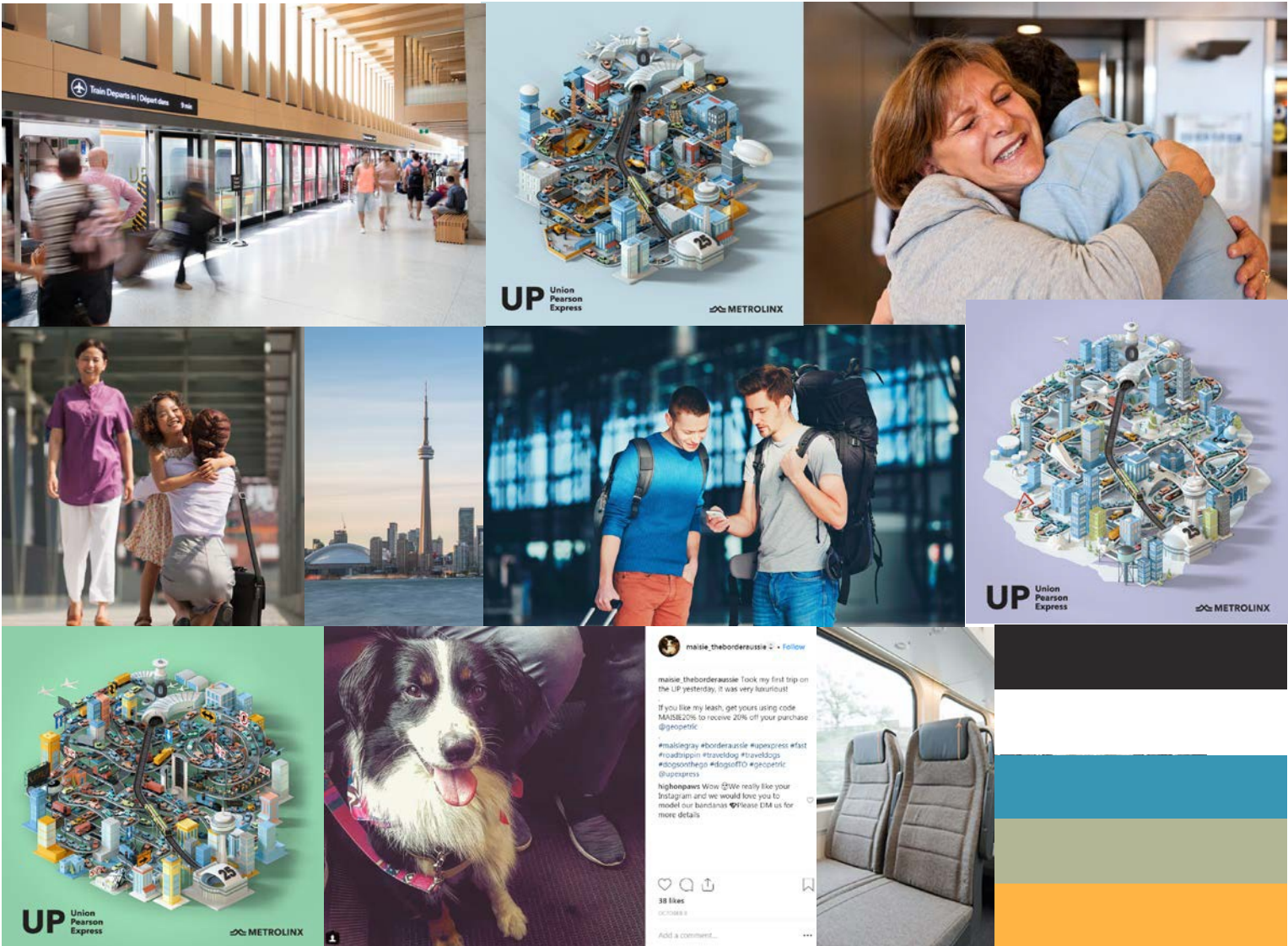
The best way to get between Union and Pearson.

**UP VALUE PROPOSITION:**

Travel stress-free between Union and Pearson, always in an easy and comfortable 25 minutes.

**UP VOICE:**

Welcoming, Confident, Optimistic.



# GO TRANSIT: MAKE TIME

## GO TRANSIT BELIEVES:

Busy modern life makes it tough for us to find time for the things that help us live better.

## GO TRANSIT'S EXISTING STRATEGY:

Easy and reliable service.

## GO TRANSIT RESEARCH RESULTS:

Eroded emotional connection and loss in "like you" relevance to customers.

## GO TRANSIT'S NEW STRATEGY:

A way to help you make time.

## GO TRANSIT'S VALUE PROPOSITION:

GO gives you extra time to spend on what's important to you, taking care of getting you where you need to be, when you need to be there.

## GO TRANSIT VOICE:

Understanding, Honest, Optimistic.



# PRESTO: FREEDOM

## PRESTO BELIEVES:

We believe people should be able to travel more freely and easily.

## PRESTO RESEARCH RESULTS:

Untapped potential.

## PRESTO NEW STRATEGY:

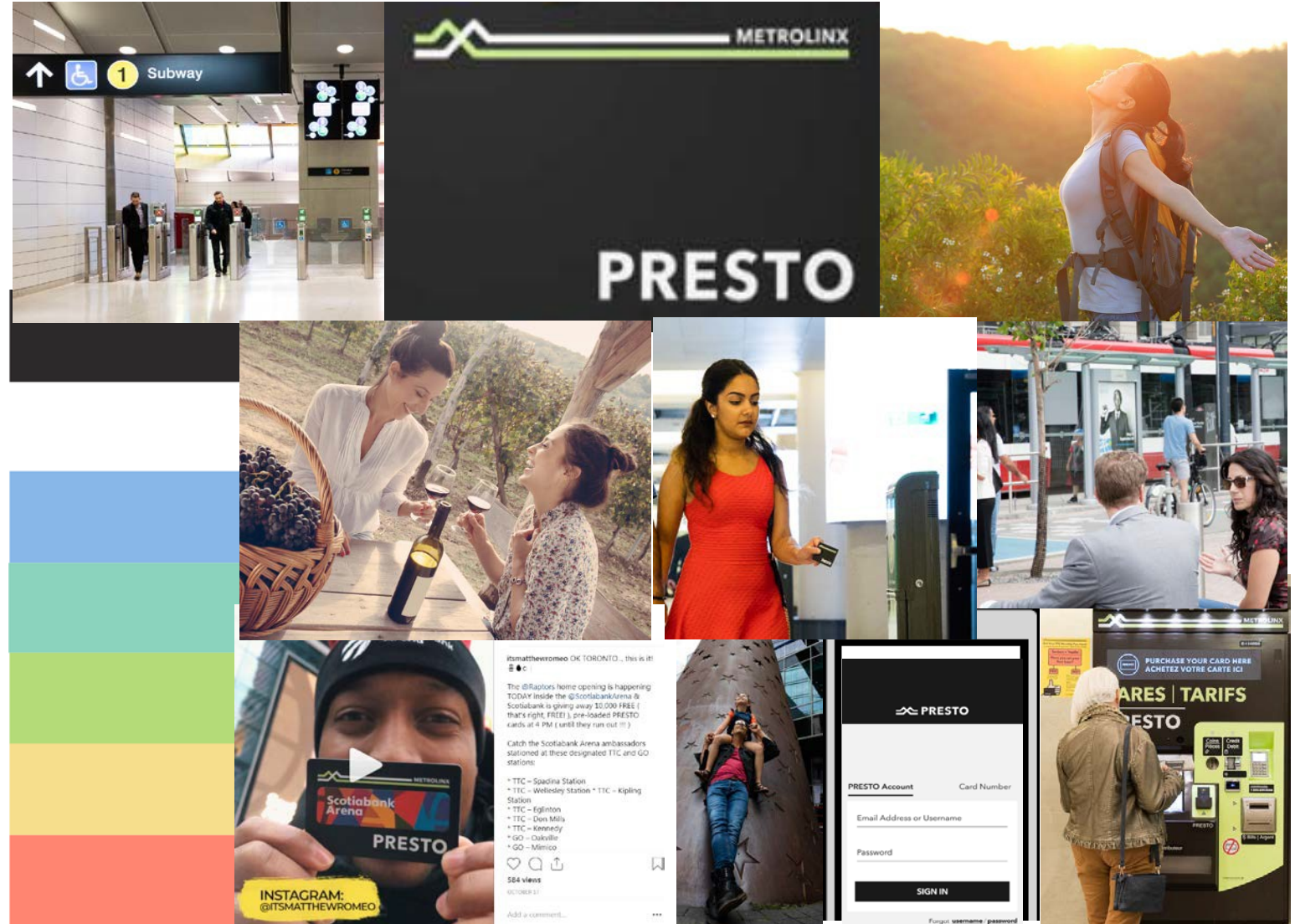
Game changer for a seamless region.

## PRESTO VALUE PROPOSITION:

PRESTO expands the boundaries of your world by seamlessly connecting you to the opportunities, communities and transit systems of the region.

## PRESTO VOICE:

Inviting, Compassionate, Energetic, Playful.



# BRINGING OUR BRAND PROMISE TO LIFE

