What's New in Marketing

8/6/19

Jill Mohel

METRO INTERNAL USE ONLY

Brand Vision

To become the preferred mobility provider in the DC region

Marketing Goals	2019	2020	Comments
Maintain ridership	173M	172M	-0.6% growth rate
Increase non-farebox revenue (from MKTG)	$24M	$29M	30% growth rate
Establish brand health benchmarks (awareness, consideration, etc.)	N/A	TBD	Initiate brand health survey
Establish marketing performance KPIs benchmarks	N/A	TBD	Digital tracking capabilities needed to track KPIs

SWOT Analysis

STRENGTHS

- Back2Good
- Part of fabric of DC
- New visitor pass product (?)
- Rollout of new technology
- Consistent leadership

WEAKNESSES

- Current brand perception
- Inconsistent branding and tone of voice
- Inconsistent customer journey
- Service disruptions
- Lack of innovation

OPPORTUNITIES

- Millennials
- Partnering with TNCs & bikeshares
- Community integration
- Global warming/sustainability awareness
- Consumer data

THREATS

- TNCs & bikeshares
- Teleworking
- Convenience mindset (e.g., Amazon)
- Future technology
- Toll Roads/HOV
- Competition for transportation funding

IMPLICATIONS

- World around us is changing, Metro needs to adapt to changing consumer dynamics
- Consumers expect innovation, even in a transit agency
- Current brand experience doesn't support opportunities
- Opportunity to make the Metro a source of pride for DC
- Riders need to "feel" the system improvements

Key Issues and Priorities

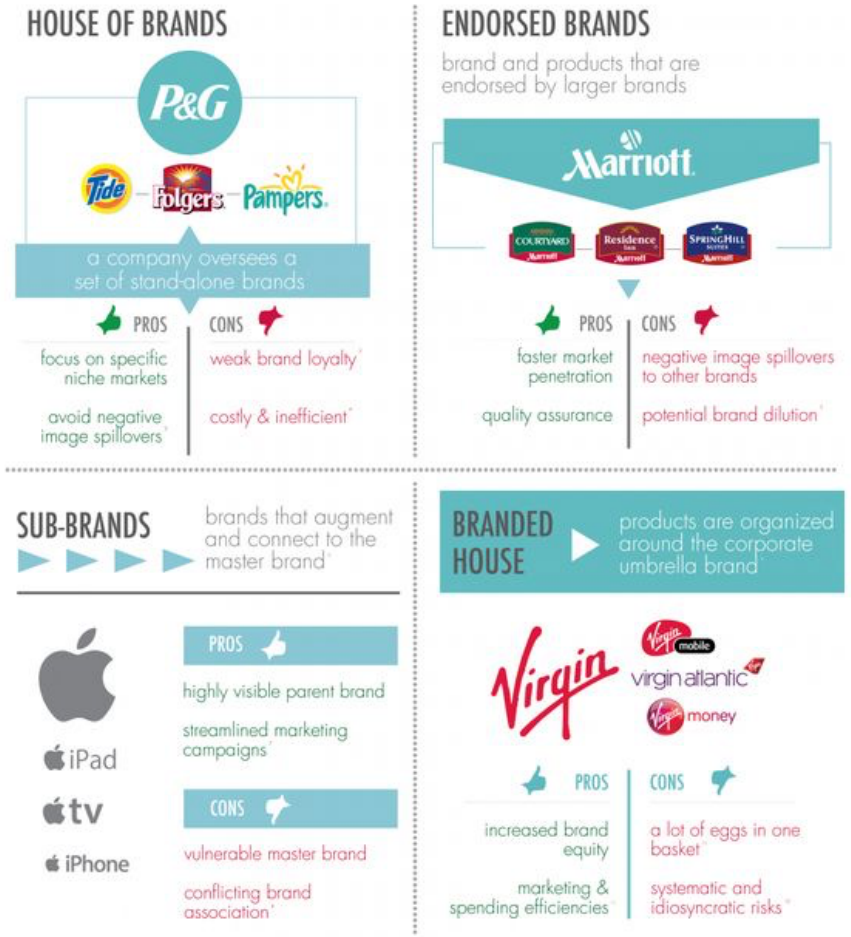
What are the key issues facing Metro?

- How do we change DC's perception of Metro?
- How do we remain relevant when the competitive set is continually evolving?
- How do we get people to choose Metro again?
- How can we maximize non-farebox revenue?

Marketing Priorities

1. Strengthen Metro Brand
2. Maintain Ridership
3. Create Digital Marketing Capability
4. Increase Non-Farebox Revenue

Priority 1: Strengthen Metro Brand



Priority 1: Strengthen Metro Brand

Why the Metro Brand Matters?

- Sets us apart from the competition
- Creates an emotional bond with our customers
- Tells people about our business DNA
- Create clarity and guides decision making
- Creates employee advocates

Builds a Loyal Customer Base

Priority 2: Maintain Ridership

What matters most to riders?

Priority 2: Maintain Ridership

What matters most to riders?

Took daddy-daughter trip to Washington, D.C.

Hopped on the Blue Line to Smithsonian.

Fact: Kids. Love. Trains.

Stopped at Eastern Market for crabcakes and shaved ice.

Mopped up one cherry ice and several tears.

Rode Silver Line six stops till we felt better.

Daughter, 4, contemplating career as train operator.

Wander Washington with us.

Plan your trip →

Washington, D.C., latest stop on bucketlist ballpark tour.

Greenlined to Navy Yard – Ballpark.

Took in many hotdogs and weekday game.

Needed 7th inning nap.

Rode the Silver Line to Capitol South.

Reveled in victory. Sipped on bougie cocktails.

Metroed back to house share in College Park.

Happily warded off evening rush hour like smallpox.

Wander Washington with us.

Plan your trip →

Took self-guided food tour of Washington, D.C.

Rode Metro to Ben's Chili Bowl on U Street.

Ate Half-Smoke. Wholly enjoyed it.

Yellow Lined it to legendary taco stand in Columbia Heights.

Turns out 'lengua' is beef tongue. Tried it. Loved it.

Hopped on Green line to Waterfront.

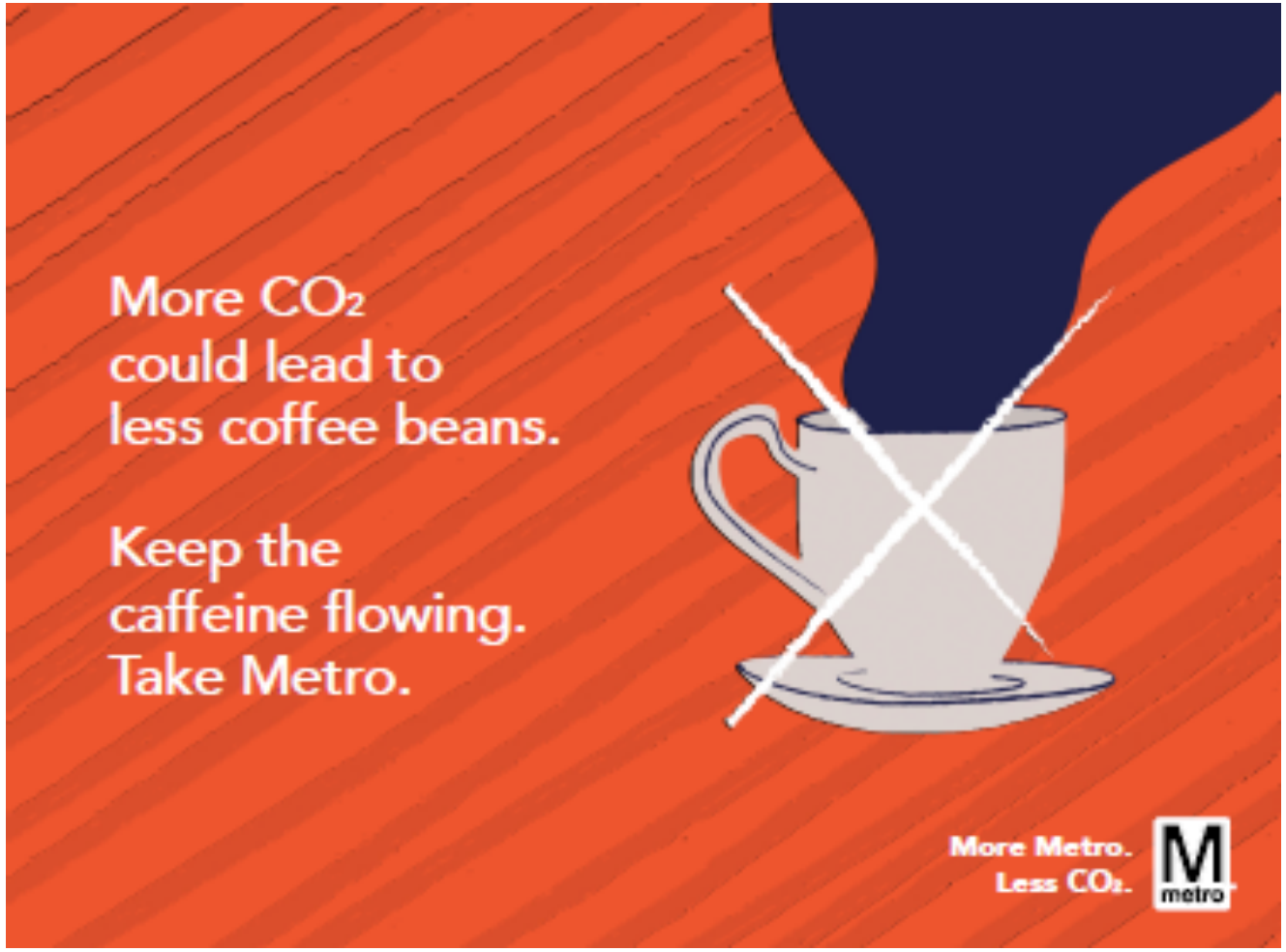
Ordered, demolished half bushel of crabs.

Wander Washington with us.

Buy your pass →

Priority 2: Maintain Ridership

What matters most to riders?



Priority 2: Maintain Ridership

What matters most to riders?

Priority 2: Maintain Ridership

What matters most to riders?

Priority 2: Maintain Ridership

What matters most to riders?

Priority 2: Maintain Ridership

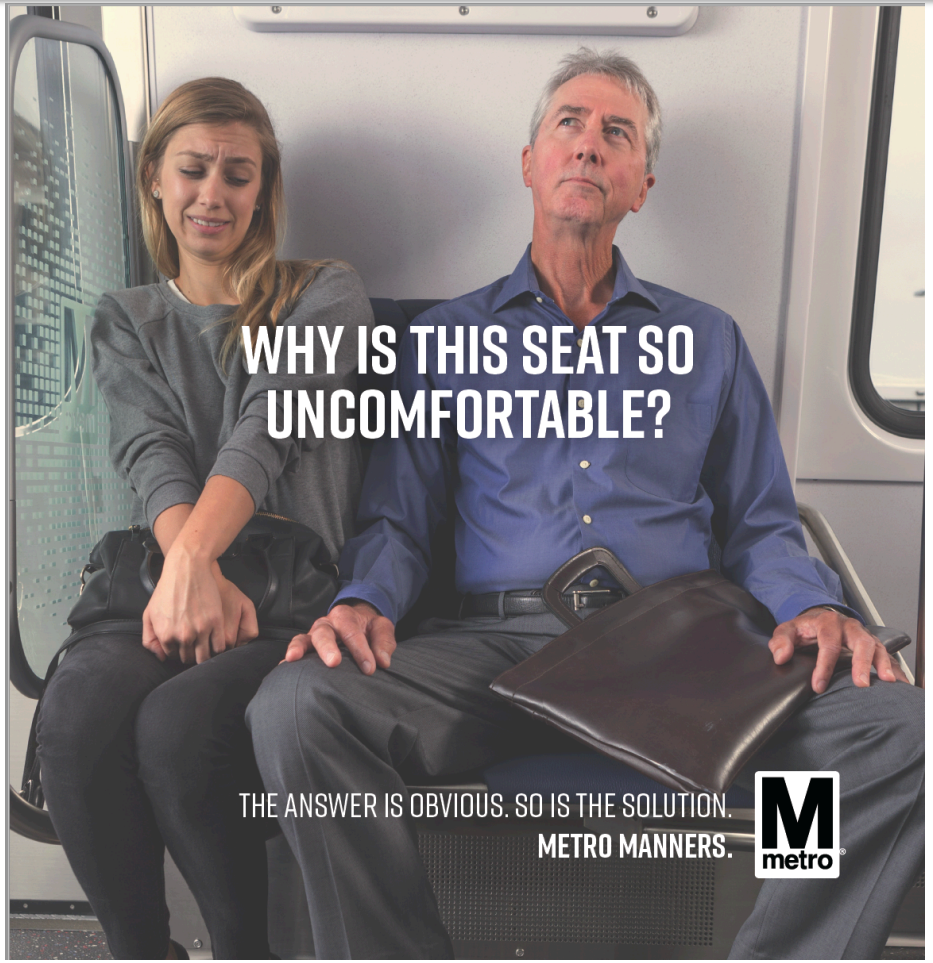
What matters most to riders?

Priority 2: Maintain Ridership

What matters most to riders?

Priority 2: Maintain Ridership

What matters most to riders?



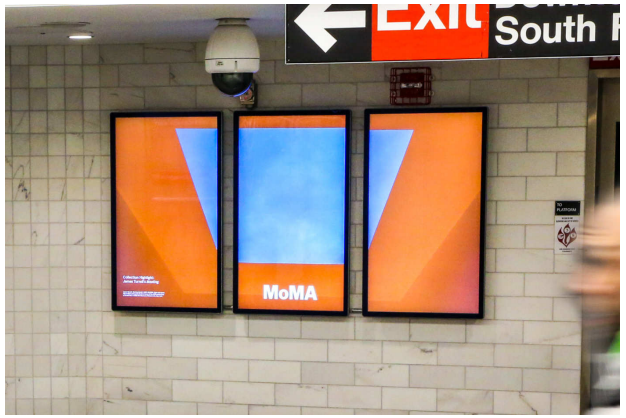
Priority 3: Create Digital Marketing Capability

Why is digital marketing important?

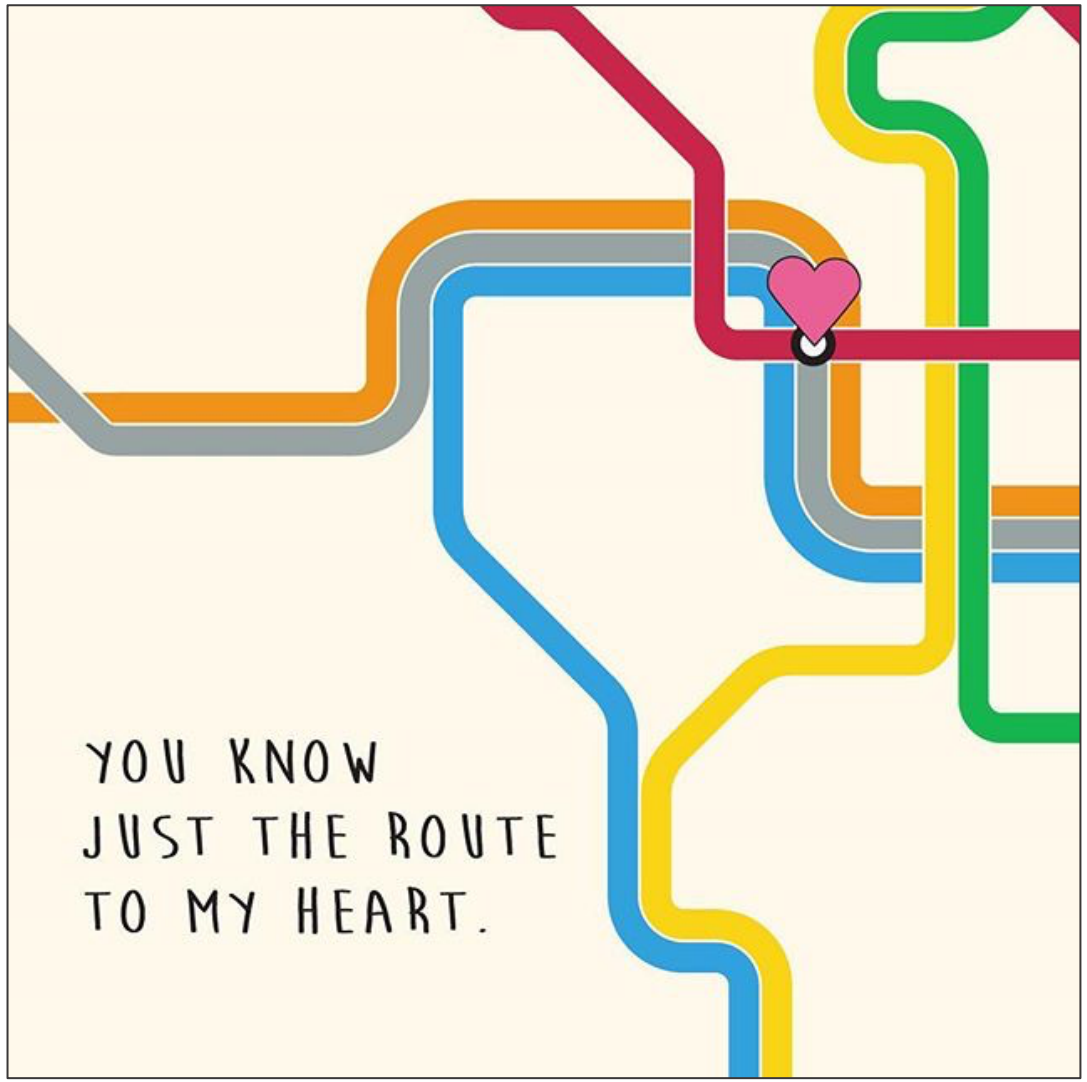
- Relevant
- Cost effective
- Measurable
- Easily optimized

- More integrated campaigns
- Need to focus on user experience

Priority 4: Increase Non-Farebox Revenue



Think Differently



Thank you!