

**Eno MAX**

# What's New in Marketing

8/6/19

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**M**  
metro®

# 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

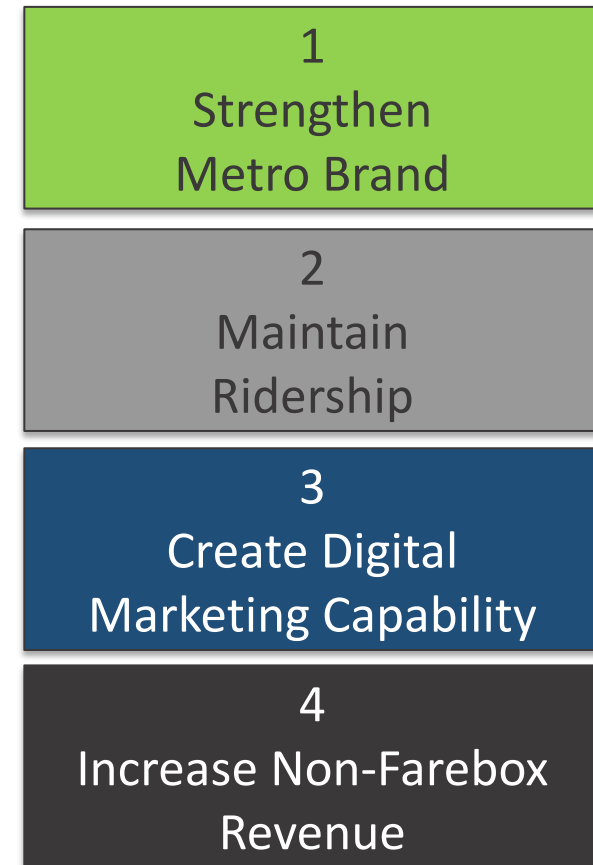
# Key Issues and Priorities

## 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





## Priority 1: Strengthen Metro Brand



### HOUSE OF BRANDS



### ENDORSED BRANDS



### SUB-BRANDS



### BRANDED HOUSE



## 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?



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What matters most to riders?



<p>Took daddy-daughter trip to Washington, D.C.</p> 	<p>Hopped on the <b>Blue Line</b> to <b>Smithsonian</b>. Fact: <b>Kids. Love. Trains.</b></p> 	<p>Stopped at <b>Eastern Market</b> for <b>crabcakes</b> and <b>shaved ice</b>. Mopped up one <b>cherry ice</b> and several tears.</p> 	<p>Rode <b>Silver Line</b> six stops till we felt better. <b>Daughter, 4,</b> contemplating career as train operator.</p> 	 <p>Wander Washington with us.</p> <p><a href="#">Plan your trip →</a></p>
<p>Washington, D.C., latest stop on bucketlist ballpark tour.</p> 	<p><b>Greenlined</b> to <b>Navy Yard – Ballpark</b>. Took in <b>many hotdogs</b> and weekday game. Needed <b>7th inning nap</b>.</p> 	<p>Rode the <b>Silver Line</b> to <b>Capitol South</b>. Reveled in <b>victory</b>. Sipped on <b>bougie cocktails</b>.</p> 	<p><b>Metroed</b> back to house share in <b>College Park</b>. Happily <b>warded off evening rush hour</b> like smallpox.</p> 	 <p>Wander Washington with us.</p> <p><a href="#">Plan your trip →</a></p>
<p>Took self-guided food tour of Washington, D.C.</p> 	<p>Rode <b>Metro</b> to <b>Ben's Chili Bowl</b> on <b>U Street</b>. Ate Half-Smoke. <b>Wholly enjoyed it.</b></p> 	<p><b>Yellow Lined</b> it to legendary <b>taco stand</b> in <b>Columbia Heights</b>. Turns out <b>'lengua'</b> is <b>beef tongue</b>. Tried it. <b>Loved it.</b></p> 	<p>Hopped on <b>Green line</b> to <b>Waterfront</b>. Ordered, demolished <b>half bushel of crabs</b>.</p> 	 <p>Wander Washington with us.</p> <p><a href="#">Buy your pass →</a></p>



# Priority 2: Maintain Ridership

What matters most to riders?



More CO<sub>2</sub>  
could lead to  
less coffee beans.

Keep the  
caffeine flowing.  
Take Metro.



More Metro.  
Less CO<sub>2</sub>.



# Priority 2: Maintain Ridership

What matters most to riders?



# Priority 2: Maintain Ridership

What matters most to riders?



More CO<sub>2</sub> could lead to less beer production.

Save Happy Hour.  
Take Metro.

More Metro.  
Less CO<sub>2</sub>.



## Priority 2: Maintain Ridership

What matters  
most to riders?



15  
TO  
10

What do you call the highest on-time performance rating in more than 7 years?

At Metro we call it a good reason to reduce our Rush Hour Promise time from 15 to 10 minutes.

Visit [wmata.com/promise](http://wmata.com/promise) for details.



BACK 2 GOOD

## Priority 2: Maintain Ridership

What matters  
most to riders?



The Red Line  
now runs from  
end-to-end all  
the time.

Yes, every  
single train.

Find out what's in store  
for you at [wmata.com](http://wmata.com)



## Priority 2: Maintain Ridership

What matters most to riders?



An advertisement for SmartBenefits. It features a man with a beard and glasses, wearing a yellow shirt, with his arms raised in a celebratory gesture. The background is a solid blue color. The text "HAPPY PLACE" is written in large, bold, dark blue letters. Below this, a pink horizontal bar is present. The text "Commuting is better when you pay for it with pre-tax dollars. Use SmartBenefits\* and have more money at the end of the month. Ask your employer for details!" is written in white. At the bottom left, the Metro logo (a white 'M' in a black square) is followed by the text "SmartBenefits" and the website "wmata.com/smartbenefits".

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

## Priority 2: Maintain Ridership

What matters most to riders?



# Priority 3: Create Digital Marketing Capability

## Why is digital marketing important?

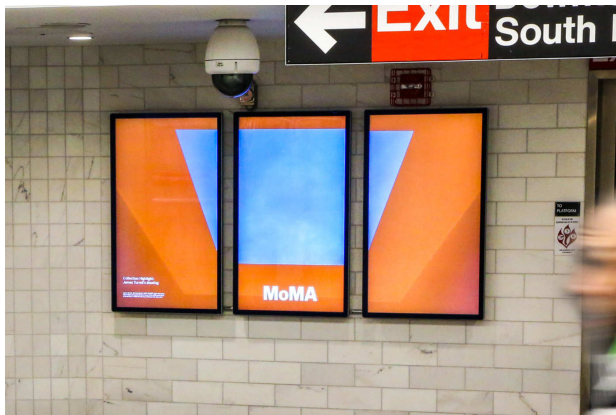
- Relevant
- Cost effective
- Measurable
- Easily optimized




- More integrated campaigns
- Need to focus on user experience



# Priority 4: Increase Non-Farebox Revenue



# Think Differently

 **Mysiki Valentine** 🌈🌹  
@mysikix Follow ▾

My love for @wmata is beyond words. I've always been proud of our public transit system.

Be careful on your ride home today, there might be a shark 🦈

#MoreMetroLessCO2

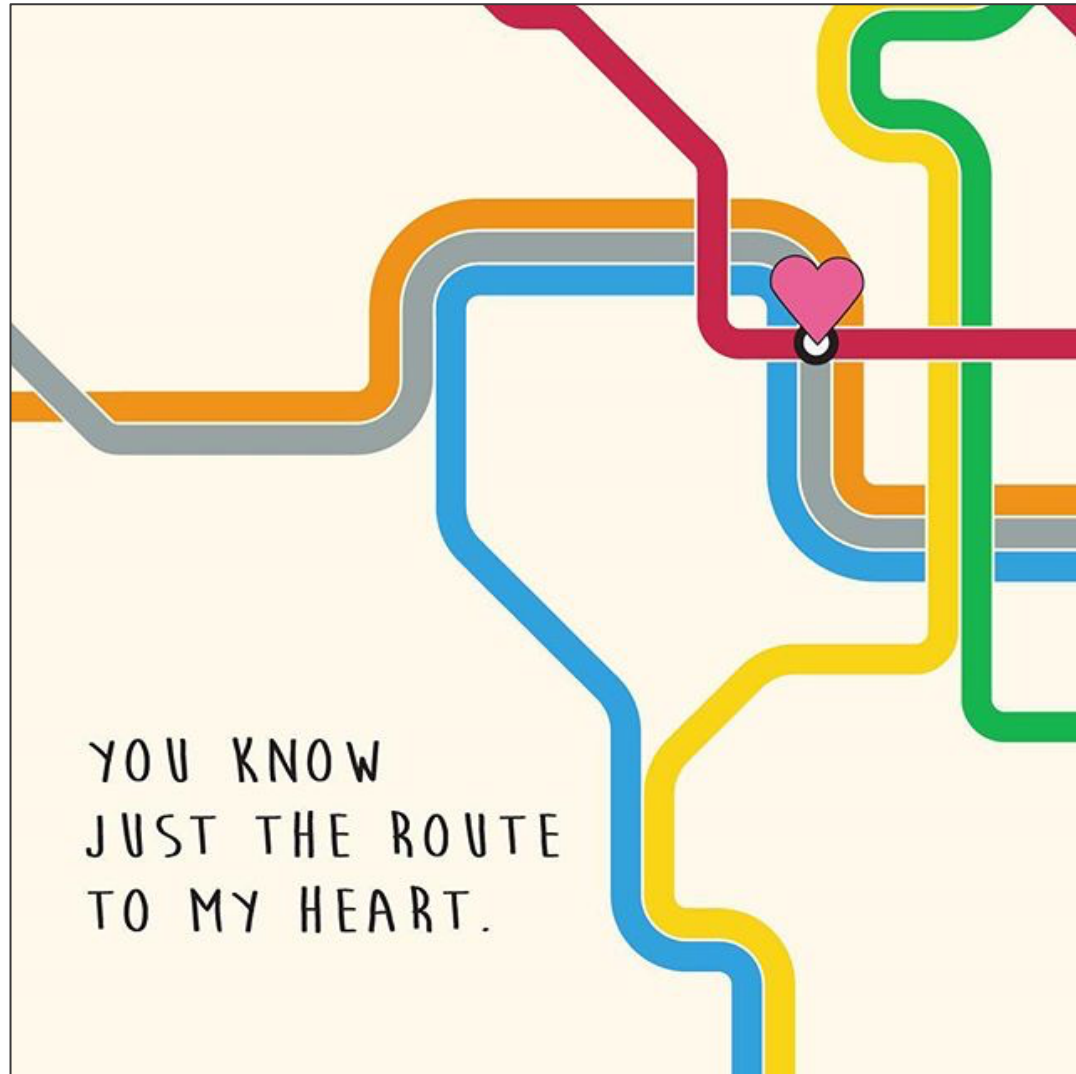


3:13 PM - 31 Jul 2019 from Washington, DC

2 Retweets 20 Likes 

  2  20





# Thank you!