

Capitalizing on the News of Increasing Gas Prices

Brian Rasmussen - R&R Partners

May 8, 2012



**What was the price of gas
on today's date in 1972?**



**What was the price of gas
on today's date in 1972?**

\$.36 gallon



**What was the price of gas
on today's date in 1992?**



**What was the price of gas
on today's date in 1992?**

\$.95 gallon



**When did the price of gas
break the \$2.00 barrier?**



**When did the price of gas
break the \$2.00 barrier?**

May 2004



**When did the price of gas
break the \$3.00 barrier?**



**When did the price of gas
break the \$3.00 barrier?**

July 2006



**At about this same time,
Salt Lake and Utah Counties
were anticipating a referendum
for a sales tax increase
to fund transit expansion.**



Using key Community and Business Leaders, UTA delivered messages about the benefits of public transit.



One benefit:

Public transit reduces our dependence on foreign oil, keeping energy prices down.



Prices fluctuated and
settled in at **\$3.00+**
in June 2007



**APTA hired R&R Partners to
develop an informative
print ad targeting decision
makers in Washington DC.**





To the moon, Alice.

That's how high you can stack gas cans filled with the fuel Americans saved by riding public transportation a record 10.1 billion times last year – the highest ridership in 49 years. Saving 1.4 billion gallons of gasoline annually is not just good news, it's good public policy.

Support increased investment and incentives for public transportation and help reduce global warming and create an energy-independent America of the future.

For more information, visit www.publictransportation.org.

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Wherever life takes you





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**Utah Transit Authority
decided it was time to run a
“High Gas Price Message”
as part of a branding campaign.**



**When did the price of gas
break the \$4.00 barrier?**



**When did the price of gas
break the \$4.00 barrier?**

June 2008



**Began developing a full
campaign around high
gas prices for UTA.**



What happened?



Gas prices dropped...

NATIONAL AVERAGE GAS PRICE



SOURCE: AAA FUEL GAUGE REPORT



**Our campaign was
now not relevant.**



UTA knew there was still an important message about the value and benefits of riding public transportation.



**Especially the saving of wear
and tear on your vehicle.**



**Coincided with UTA's new
redesigned bus system.**



***“Why not give your car
a well-deserved rest”***



**These were used as
:15 stand-alone spots,
as well as paired together
for full :30s.**



**What does this all mean
for us today?**



WARNING!



WARNING!

**With gas prices at \$4.00 again,
be careful if you are
thinking about an exclusive
“High Gas Prices” message.**



Two main indicators of the state of today's economy:

- Unemployment Rate
- Price of Gasoline

Current Levels:

8% Unemployment Rate

\$4.00 Price of Gasoline

Rasmussen Political Insight:



Rasmussen Political Insight:

Pres. Obama will be re-elected
if these remain where
they are today.



Rasmussen Political Insight:

However, if either of these progresses upward...



It will be
“GAME ON!”



My Personal Suggestion:



My Personal Suggestion:

Instead of developing a campaign that says,
“Because of high gas prices...”

My Personal Suggestion:

You can always create messaging that promotes the **Value and Benefits** of Public Transportation.



My Personal Suggestion:

**Do Not just Focus
on High Gas Prices**



Chicago Tribune, Sunday May 5, 2012

"I think prices are going to continue to retreat, at least for the next few months. The rate of decrease is probably going to slow down a little bit though."

Jessica Brady
AAA Spokesperson
Tampa, FL



Thank you!





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& good taste to
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to bloody shreds in an
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