

Smart Card Marketing

A Rider Focused Approach



First Things First

- Rationalize Existing Fare Policies
 - Eliminate poor performing fare products
 - Eliminate fare products that compete with smart cards-period passes or stored value
 - Chance to rethink fare policy to become more 'aggressive' in pricing
 - Impact of a smart card system effect the entire organization



Target Your Crucial Markets

Primary

- Current frequent riders
- Employers/transit benefit/TPAs
- Retailers/Resellers
- Front Line Employees

Secondary

- Infrequent or potential users
- SOV commuters
- Early adopters
- Convention planners/ schools



Develop A Solid Brand

- Brand equity is earned not bought
- Branding within the existing family of services with a closed loop system
- A distinct identity is more appropriate for a regional card system
- Don't be timid with the brand!



Marketing Campaigns

- Support the System Roll Out in Phases
 - Pre Launch
 - Launch
 - Post Launch
- Consider Your Campaign Focus
 - Creating a 'buzz' with existing riders is crucial
 - Strong Word of Mouth is better than having a Million Dollar media budget



The Problem of the Unbanked

- Large portions of our markets cannot afford prepaid products
- Cash is still too large a percentage of fare payment in transit
- General purpose reload card have merit but concerns about reload fees and initial card costs



The Problem of the Unbanked

- If transit is to resolve its 'cash' problem we have to resolve this problem
- Meetings with US Treasury and ABA are positive
- Retailers such as Target express interest
- Transit must make smart card solutions viable for all riders



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