The Voice of Reason

APTA 2012
Marketing & Communications Workshop
THE AVERAGE AMERICAN IS EXPOSED TO OVER 3,000 ADVERTISING MESSAGES A DAY.

RESIST
#1 Proctor & Gamble
$11,000,000 per day
#100 Qwest
$1,000,000 per day
Audiences

Primary
• Choice riders – People who could benefit from becoming riders.

Secondary
• Current riders
• People who do not use our services but still benefit from them
Advantages of TV

• Best overall reach and frequency medium
• Maintains the highest audience recall
• Provides emotional messaging (both visual and verbal)
• Has a high believability factor and can influence consumers
• Reaches a mass audience and a selective target audience based on when it runs and in what shows
• Geo-targets to specific areas within the metro zone through cable TV
Advantages of TV (continued)

TV negotiation often provides added value opportunities including:

- No cost bonus spots
- Packaging with bonus online opportunities
- No cost traffic sponsorship billboards (i.e. 6 a.m. traffic report)
- Leveraging station-specific promotions or events
Why TV?

Share of Time Spent per Day with Major Media by US Adults, 2008-2010

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td>635 mins</td>
<td>7.5%</td>
<td>7.0%</td>
<td>7.0%</td>
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<tr>
<td>650 mins</td>
<td>6.0%</td>
<td>6.0%</td>
<td>7.5%</td>
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<tr>
<td>660 mins</td>
<td>16.0%</td>
<td>15.0%</td>
<td>14.5%</td>
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<tr>
<td>4.0%</td>
<td>5.1%</td>
<td>&lt;4.5%</td>
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Note: time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on the internet and watching TV was counted as 1 hour for TV and 1 hour for internet
Source: eMarketer, Dec 2010
## Ad types ignored

### Ad Type that US Consumers Ignore or Disregard the Most, by Gender and Age, Oct 2010

% of respondents

<table>
<thead>
<tr>
<th></th>
<th>Internet banner ads</th>
<th>Internet search engine ads</th>
<th>TV ads</th>
<th>Radio ads</th>
<th>Newspaper ads</th>
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<tbody>
<tr>
<td><strong>Gender</strong></td>
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</tr>
<tr>
<td>Male</td>
<td>42%</td>
<td>20%</td>
<td>15%</td>
<td>7%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Female</td>
<td>45%</td>
<td>21%</td>
<td>13%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>18-34</td>
<td>42%</td>
<td>21%</td>
<td>9%</td>
<td>11%</td>
<td>7%</td>
<td>10%</td>
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<tr>
<td>35-44</td>
<td>47%</td>
<td>21%</td>
<td>13%</td>
<td>7%</td>
<td>4%</td>
<td>8%</td>
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<tr>
<td>45-54</td>
<td>43%</td>
<td>19%</td>
<td>14%</td>
<td>5%</td>
<td>7%</td>
<td>12%</td>
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<tr>
<td>55+</td>
<td>43%</td>
<td>20%</td>
<td>20%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>43%</td>
<td>20%</td>
<td>14%</td>
<td>7%</td>
<td>6%</td>
<td>9%</td>
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</table>

*Note: n=2,098 ages 18+  
Source: AdweekMedia/Harris Poll as cited in Adweek blog, Dec 3, 2010*
TV: Copy Machine
TV: Going green
TV: Vending Machine
Anncr: You sir, are a creature of habit.

Man: I am?

Anncr: And being so, you will be compelled to repeat the same mistakes over and over again.

Man: I will?

Anncr: Like getting stuck in traffic. (Yeah...) Or driving in circles just to park. (Guilty.) Or pouring thousands of dollars into your car hoping gas prices will get better. (They won’t?)

But with help from the Voice of Reason you can break that cycle.

VOR: Sweetie if you ride Sound Transit you’ll save on gas, parking, and even car maintenance.

Man: You’re right! Guess that’s why you’re The Voice of Reason, huh?

VOR: And people said you weren’t the sharpest knife in the drawer.

Man: They did?

(Uncomfortable silence)

VOR: Oh goodness, look at the time.

Anncr: Listen to the Voice of Reason. (“Hello Dear.”) Ride Sound Transit and save. For details visit soundtransit.org. Sound Transit. Ride the wave.
Announcer: You sir are a constant complainer...

Man: Not another radio commercial?!

Announcer: ...especially when it comes to driving to work.

Man: Only thing worse than today's traffic, was yesterday's!

Announcer: Yet as much as you complain, traffic will never get any better.

Man: I'm a hamster caught in a wheel, inside a circle, within maze.

Announcer: Meet the Voice of Reason.

VOR: I'm the Voice of Reason sweetie.

Man: Well I'm the Voice of "Hey-knucklehead-quit-driving-40-in-the-passing-lane!"

VOR: Ride Sound Transit and you can kick back and relax on your way to work.

Man: What would I complain about then?

VOR: How about the weather?

(Slight pause.)

Man: Hmmm...This winter was a rainstorm, locked in a shower, inside a downpour, trapped in a freezer!

Announcer: Listen to the Voice of Reason. ("Hello Sunshine!") Ride Sound Transit and save. For details, visit soundtransit.org. Sound Transit. Ride the wave.
Annrcr: You Misty are way too grumpy for your age.

Woman: You know... people do call me names like: Crabby McCrab, Not-Enough-Fiber and Cranky Katie - which is kind of annoying since my name is Loren.

Annrcr: Maybe it's because you are always cranky.

Woman: You're right. And it's usually after my drive to work. One time I planted a jelly donut on someone's head for not making coffee.

Annrcr: Talk to the Voice of Reason.

VOR: Hello, precious. Ride Sound Transit and relax. It's a cleaner, greener way to go. Plus, you'd probably have fewer nicknames.

Woman: Or maybe...I'd have names like Sparkles, Sweetie Pie Face or Happy-Go-Loren!

VOR: (She chuckles.) Keep chasing that dream dear.

Annrcr: Listen to the Voice of Reason. ("Smile sweetie.") Ride Sound Transit and save. For details, visit soundtransit.org. Sound Transit. Ride the wave.
Mariners Feature
Airport Signage

“Now that you’ve landed, why not fly downtown on Link light rail.”

“Honey, I wouldn’t claim those bags under your eyes. Travel tip: Rest easy by riding light rail downtown.”

“Travel tip: Ride light rail downtown for less than your venti double-mocha-foam whatever drink.”

“Travel tip: Think green. Save oodles of money by taking light rail downtown.”
Airport Signage

“Sweetie, ride Link light rail downtown for less than a venti double-mocha-foam whatever.”
Print Ads

“Travel tip: Ride light rail to the airport for less than a venti-double-mocha-foam whatever drink.”

Listen to the voice of reason. Ride Link light rail to Sea-Tac and SAVE. Find out more at soundtransit.org.

Ride Link light rail downtown for less than renting a luggage cart.

Listen to the voice of reason. Ride Link light rail from Sea-Tac to downtown Seattle for only $2.75.

Find more ways to save at soundtransit.org.
Print Ads

**When that little voice in your head tells you to save money by taking the light rail downtown, you are not crazy.**

*Please disregard if voice asks you to wrestle alligators or get lower-back tattoo.

Listen to the voice of reason. Ride Link light rail from Sea-Tac to downtown Seattle for only $2.50.

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**Cuando esa pequeña voz en su cabeza le dice que puede ahorrar dinero usando Sound Transit, usted no está loco**

*Por favor, no haga caso si esa voz le dice que pelee contra un cocodrilo o que lleve un disfraces de tigre a un zoológico a campo abierto.

Escuche la voz de la razón y ahórre.
Para información sobre tarifas y horarios visite soundtransit.org.

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Find more ways to save at soundtransit.org.
Transit

“Oh dear, are you texting? Take Sound Transit so you’re not breaking the law.”

“Oh honey, your eye is doing that twitchy thing again. Take Sound Transit and relax.”

“Oh sweetie, you look so tired. Why don’t you ride Sound Transit and take a nap.”
Sponsorship


AVOID THE BLITZ OF RUSH HOUR TRAFFIC. Ride Sound Transit.
Sponsorship

Get in touch with your inner commuter grandma person.

Listen to the voice of reason and ride Sound Transit. You’ll not only save on gas and parking, you’ll save your sanity as well.

Go long. Go short. Go green on Sound Transit, sweetie.

Listen to the voice of reason and ride Sound Transit. You’ll not only save yourself the stress of fighting traffic, you’ll also score a touchdown for your wallet.

For fare and scheduling information visit soundtransit.org.

To find out more, visit soundtransit.org.
Sponsorship

You don’t need to be a goalie to save.
Saaaaaaaave when you ride Sound Transit.

Improve your passing game.
Ride Sound Transit in the HOV lane and relax.
Sponsorship

Do the wave, Sweetie. Ride Sound Transit to the game.

Save your game face for the game, honey.
Puyallup Fair

“Save your screaming for the roller coaster instead of at traffic.”

Ride Sound Transit and relax. And don’t forget to stop by the ShowPlex Building, booth #481, on September 10 and get your picture taken with the voice of reason.

WHILE YOU’RE THERE, ENTER TO WIN ONE OF FOUR FREE ORCA CARDS AND OTHER GREAT PRIZES.

soundtransit.org

I LISTENED
Puyallup Fair

“Is your carbon footprint the size of Bigfoot?”

Go green and ride Sound Transit.

To get more WORDS OF WISDOM from the voice of reason, just “Like her on Facebook” at:
www.facebook.com/SoundTransitVoiceofReason

Like us on Facebook
2011 In Market Summary

TV – Broadcast: April – May, September – December. Target Rating Points: 2,790

TV – Mariners In-Game Feature: April – September. Target Rating Points: 300

Radio: June – November. Target Rating Points: 1,674

Outdoor: July – December.

Print: January – December.

Sponsorships: April – December.

Facebook: August – December.