

**2007 MARKETING & COMMUNICATIONS ACTIVITIES**

**PROGRAMS**

- Business Benefits Program
- Youth On-Board (YO! Program)
- Community Safety Village
- Driver Communications Program
- Brand Refresh Program

**COMMUNICATION ACTIVITIES**

- Route Maps
- Navigators (Route Schedules)
- MY Transit Newsletters
- Mobility Plus Newsletters/Applications
- Grade 8 Transit Info Brochure
- Public Info Centres
- Targeted Route Communications
- Fare Change Communications
- Ethnic Advertorials
- New Service Launch Events

**COMMUNITY OUTREACH**

- Fairs/Festivals
- Customer Appreciation Days (2)
- Mall Outreach Program
- Santa Clause Parades
- Business Events
- Student Orientations
- Seniors Events
- Ethnic Events

**MARKETING CAMPAIGNS**

- Student SMS Contest (Text Message/Web)
- One System – connect campaign
- Go Green Ride Blue – Clean Air Day
- College/University Engagement
- RideQuest (Trip Planning /IVR)
- Light pole banner campaign (4x year)

**MARKET RESEARCH**

- Qualitative and Quantitative Market Research
- Customer Satisfaction Survey Follow-up

**WEBSITE**

- Launch improved YRT/Viva website
- Launch RideQuest – click (online trip planner)
- Customer Communications Database
- Web alerts

**2007 Marketing & Communications Activities**



NEW BUS GRAPHICS



CUSTOMER APPRECIATION DAY



CONNECT CAMPAIGN



YOUTH ON-BOARD