



# Hampton Roads E-ZPass Marketing Plan



Dec. 4, 2013

Commonwealth Transportation Board Workshop  
John Martin, President, Southeastern Institute of Research

# Key Goal

## Distribute an additional 75,000 E-ZPass transponders in the Hampton Roads Region by February 2014

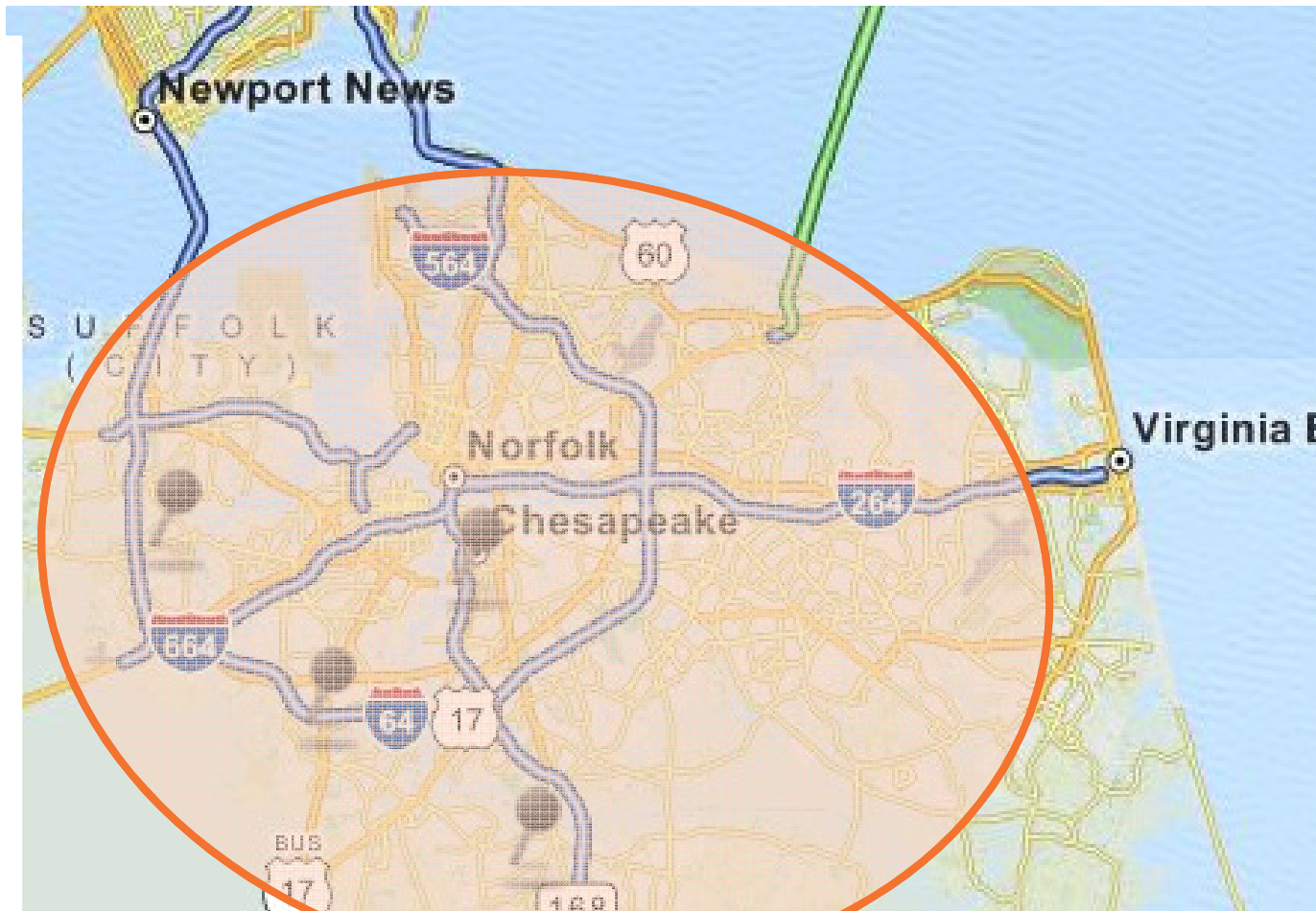
- Currently there are approximately 127,300 transponders in service in the Hampton Roads region
- Another 75,000 need to be distributed before tolling begins
- Toll collection begins February 1, 2014 for Elizabeth River Tunnels Project
- Marketing plan is basic – convey a simple message through a multitude of media channels with one call to action - **get your E-ZPass now!**

# 4 Steps to Reach Goal

1. Combine three campaigns -
  - ERC's E-ZPass education campaign (build awareness)
  - VDOT's construction updates (what is going on now)
  - VDOT's E-ZPass retail advertising (get your transponder now)
2. Leverage ERC's existing campaign that builds awareness about how electronic tolling works
3. Use VDOT's ongoing construction announcement campaign to remind consumers that tolling will begin
4. Launch E-ZPass retail advertising campaign

***Focus: Tolling begins Feb. 1 at the  
Downtown/Midtown Tunnels –  
Get your E-ZPass NOW***

# Target Audience – the Consumer



## Step #1 – Combine 3 Campaigns Using the Classic Marketing Model

### 1. ERC Awareness Campaign –

Awareness building of the project and how all-electronic tolling works

**Awareness**

**Familiarity**

**Consideration / Trial**

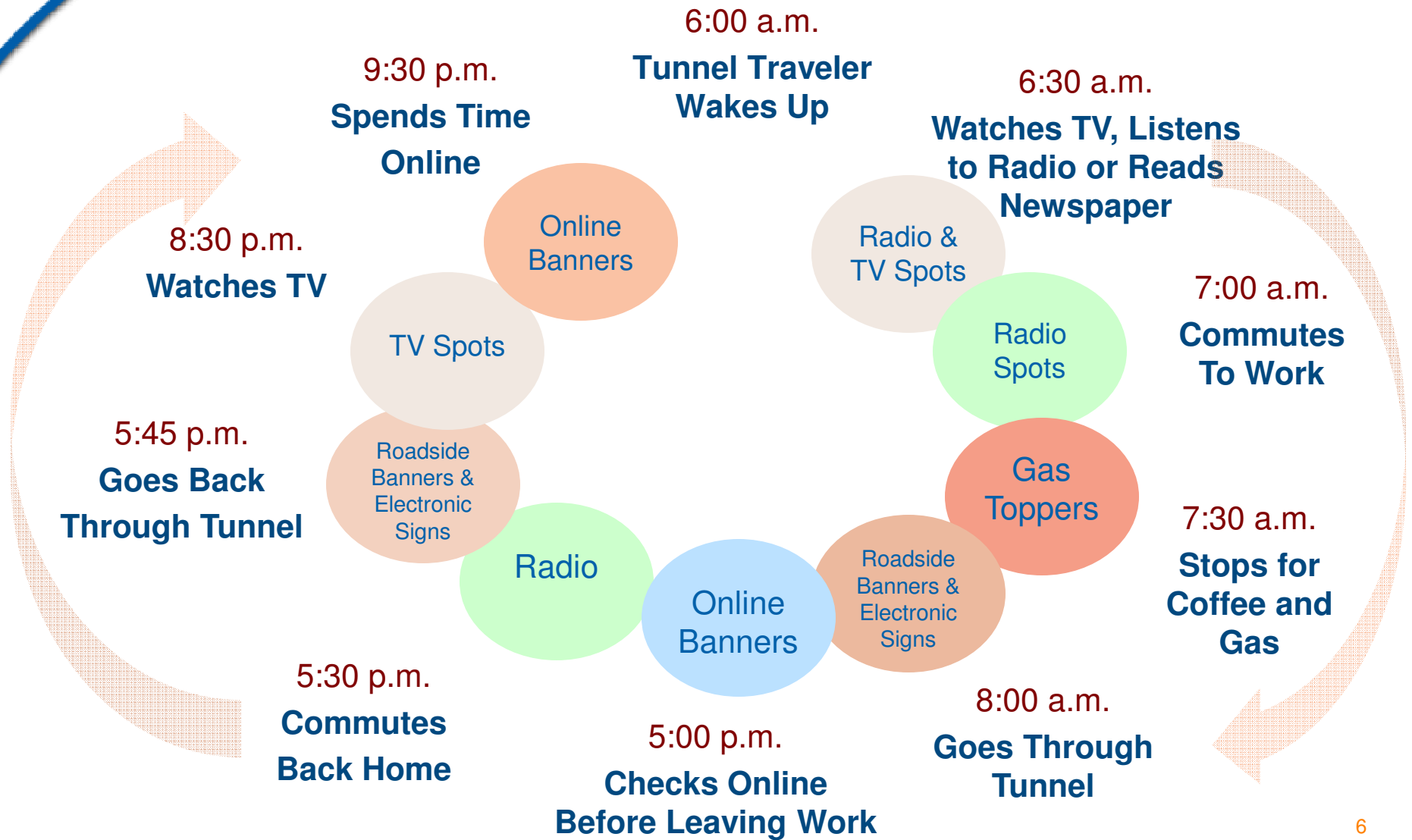
2. VDOT's Construction Announcement Campaign - Construction-related updates

**Desired Behavior**

### 3. VDOT's E-ZPass Retail Campaign

Singular focus is on "closing the sale" - All Electronic Tolling Starts on Feb. 1 – 3 Ways to Get Your E-ZPass, Now!

# All 3 Campaigns Will Reach Our Primary *E-ZPass* Audience Throughout the Day



# One Overarching, Unifying Message

**All-electronic Tolling Starts Feb 1**

*No Toll Booths. No Cash. No Stopping. Get Your E-ZPass Now!*

*Details on each of the three campaigns follow . . .*



# Step #2: Leverage ERC's Awareness Campaign About How Electronic Tolling Works

All electronic tolling means  
no stopping or slowing  
for tollbooths—kind of like this.

- 1 Choose your option.
- 2 Sign up online.
- 3 Install your pass.

When all electronic tolling begins on the Elizabeth River Tunnels, you'll pay automatically using an E-ZPass mounted to your windshield, or even with just your license plate. That means no tollbooths. And no tollbooths means no slowing, no stopping and no hassles. Tolling will provide improved safety and more lanes. It's the fastest way to get things moving.

All electronic tolling starts February 2014 on the Downtown and Midtown Tunnels. For the lowest possible rate and E-ZPass locations, visit [DriveERT.com](http://DriveERT.com) or call 855-ERT-ROAD and get your E-ZPass today.

There are *many ways to cross,*  
but the cheapest and easiest is with E-ZPass.

- 1 Choose your option.
- 2 Sign up online.
- 3 Install your pass.

Out of all the ways you could cross the Elizabeth River, only one really makes sense: E-ZPass. Just mount it to your windshield and, well, that's it. All electronic tolling will take it from there. There's no slowing or stopping for tollbooths. It's the easiest way across. At the lowest possible rate.

All electronic tolling starts February 2014 on the Downtown and Midtown Tunnels. For the lowest possible rate and E-ZPass locations, visit [DriveERT.com](http://DriveERT.com) or call 855-ERT-ROAD and get your E-ZPass today.

Print ,TV, radio, online, billboards, bus-sides and gas toppers launched in November



# Step #3 – Use VDOT’s Construction Campaign to Remind Consumers that Tolling Begins Feb. 1

All future advertising to use the orange central message swipe

**I-264 West Downtown Tunnel to Portsmouth**

**OPEN This Weekend November 22-23**

Downtown Tunnel to Portsmouth open this weekend

**Alternate Routes**

The tunnel closes nightly this week Monday – Thursday, 8 p.m. to 5 a.m. for rehabilitation. Nightly closures are suspended for this weekend, Friday, November 22 through Saturday, November 23. Nightly closures resume Sunday, November 24 starting at 8 p.m. to safety complete work which includes:

- Tunnel fireproofing for structural protection
- A new jet fan ventilation system
- LED tunnel lighting which provides brighter lighting and uses less energy
- Relocation of fire alarms, extinguishers and hydrants for easier accessibility

**For scheduled closures visit [DriveERT.com](http://DriveERT.com)**

**Elizabeth River Tunnels**

**All-Electronic Tolling Starts Feb 1**  
*No Toll Booths. No Cash. No Stopping.*  
*Get E-ZPass Now!*

**I-264 West Downtown Tunnel to Portsmouth**

**OPEN Thanksgiving Weekend**

Downtown Tunnel to Portsmouth open this Thanksgiving weekend, November 27 – December 1.

**Alternate Routes**

The tunnel closes nightly this week Monday and Tuesday, 8 p.m. to 5 a.m. for rehabilitation. Nightly closures are suspended for the Thanksgiving weekend, Wednesday, November 27 through Sunday, December 1. Nightly closures resume Monday, December 2 starting at 8 p.m. to safety complete work which includes:

- Tunnel fireproofing for structural protection
- A new jet fan ventilation system
- LED tunnel lighting which provides brighter lighting and uses less energy
- Relocation of fire alarms, extinguishers and hydrants for easier accessibility

**For scheduled closures visit [DriveERT.com](http://DriveERT.com)**

**Elizabeth River Tunnels**

**All-Electronic Tolling Starts Feb 1**  
*No Toll Booths. No Cash. No Stopping.*  
*Get Your E-ZPass Now!*

## Step #4 – Launch VDOT’s Retail Advertising Campaign Focused on Generating Action

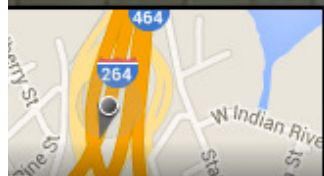
### Key messages:

- All-electronic tolling coming to Downtown & Midtown tunnels
- No stopping, no toll booths, no cash
- Tolling starts Feb.1
- 3 easy ways to get an E-ZPass
- Specific call to action: call, click, visit
- Sense of urgency - Act Now!

# VDOT Electronic Signage

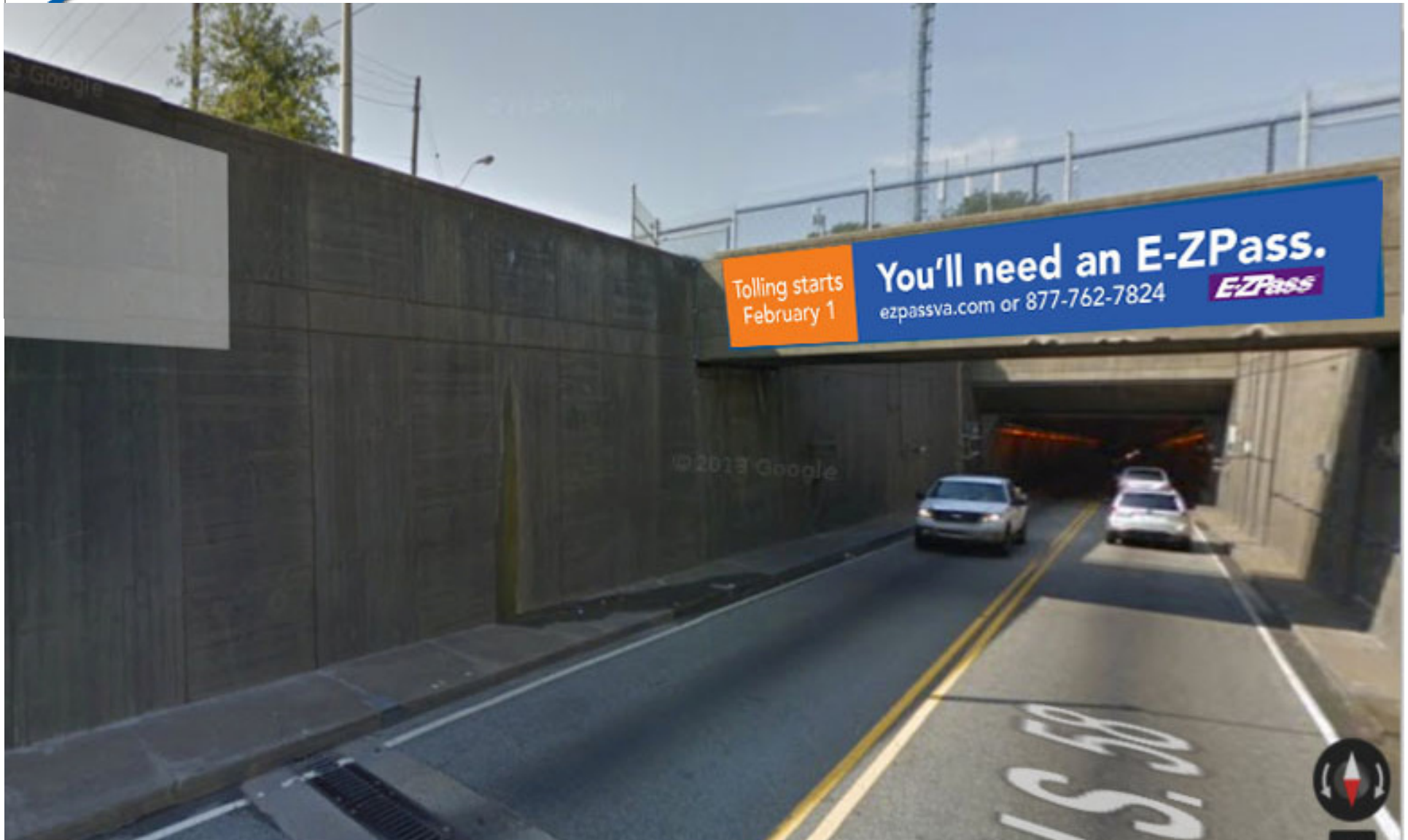
STREET VIEW

460 Alt  
folk, VA 23523 – approximate address





# VDOT Tunnel Banners





# Gas Toppers

All-electronic tolling starts February 1.  
No toll booths. No cash. No stopping.

3 easy ways to get  
your E-ZPass now.

Go online [ezpassva.com](http://ezpassva.com)  
Get on the phone [877-762-7824](tel:877-762-7824)  
Get one on-the-go [at retailers](#)

A small version of the E-ZPass logo, consisting of the text "E-ZPass" in white on a purple rectangular background.



# Newspaper Ad

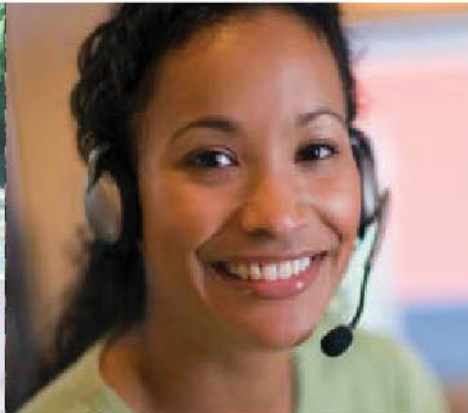


All-electronic tolling starts February 1. No toll booths. No cash. No stopping.

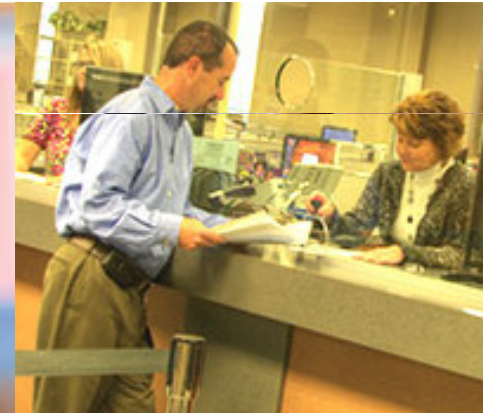
## 3 easy ways to get your E-ZPass now.



[www.ezpassva.com](http://www.ezpassva.com)



1-877-762-7824



Customer Service Centers

Getting a new E-ZPass is now easier than ever. Just go online, call or visit a retailer near you to order yours today! But hurry, you'll need an E-ZPass on the Downtown and Midtown Tunnels by February 1 when all-electronic tolling starts.



**Act now! Tolling starts February 1 on Downtown and Midtown tunnels.**

*Size and layout of ad will vary based on media plan insertion requirements*



# Newspaper Ad

All-electronic tolling starts **February 1**. No toll booths. No cash. No stopping.



**Your E-ZPass  
is just a click  
away.**

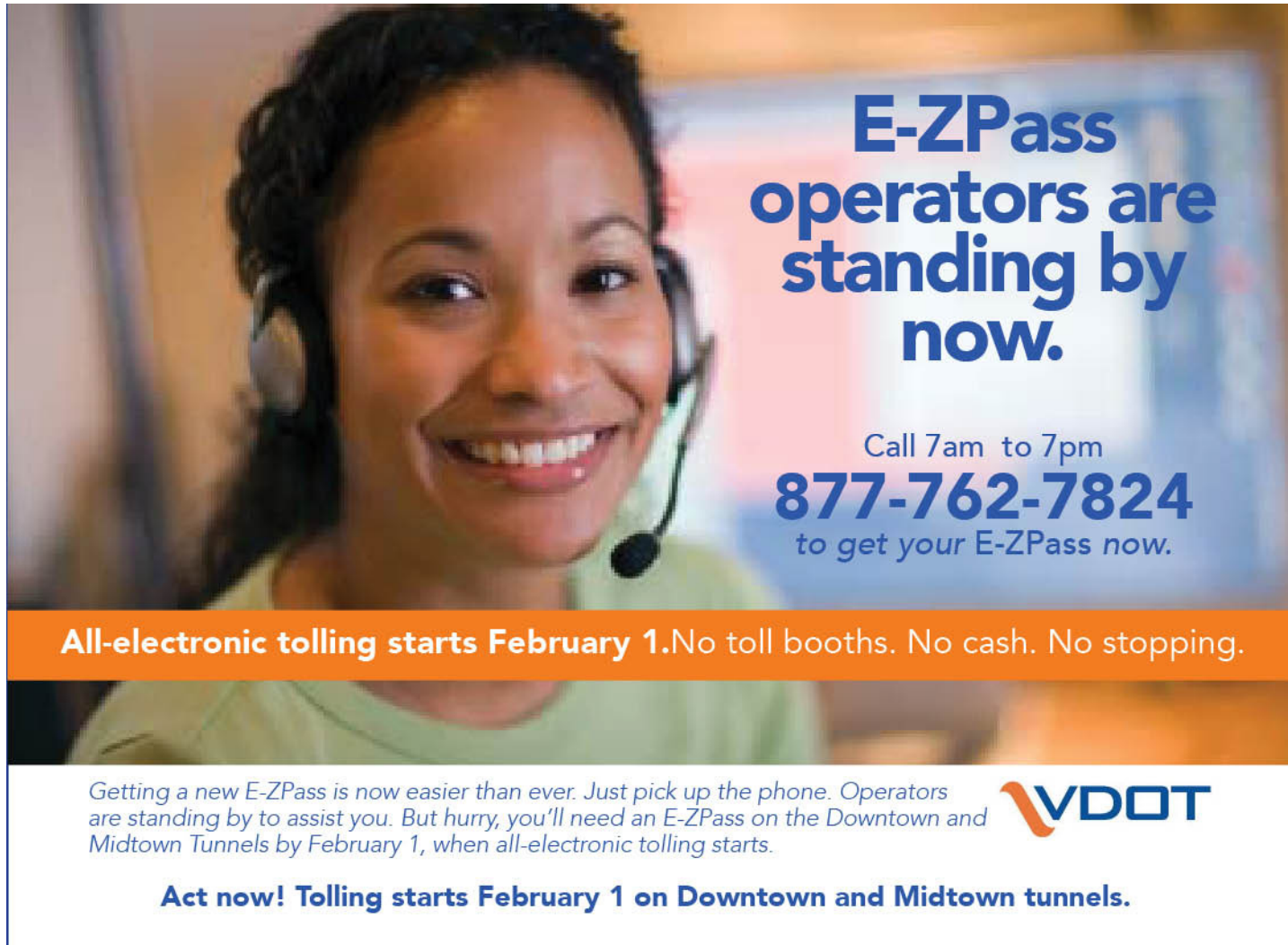
Go to [www.ezpassva.com](http://www.ezpassva.com) to get your E-ZPass now.

*Getting a new E-ZPass is now easier than ever. Just go online to order yours today!  
But hurry, you'll need an E-ZPass on the Downtown and Midtown Tunnels by February 1  
when all-electronic tolling starts.*



**Act now! Tolling starts February 1 on Downtown and Midtown tunnels.**

# Newspaper Ad




**E-ZPass  
operators are  
standing by  
now.**

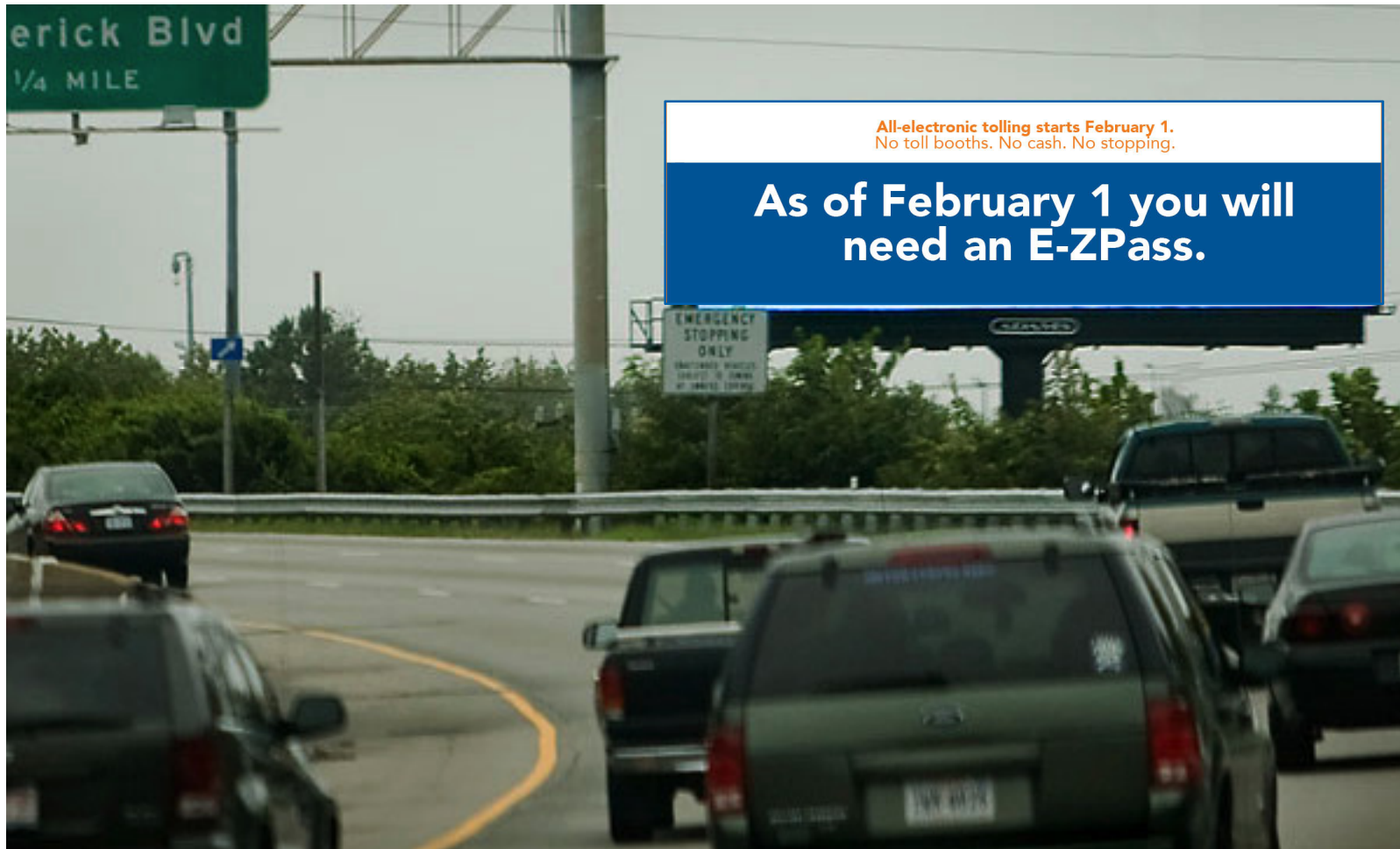
Call 7am to 7pm  
**877-762-7824**  
to get your E-ZPass now.

**All-electronic tolling starts February 1. No toll booths. No cash. No stopping.**

*Getting a new E-ZPass is now easier than ever. Just pick up the phone. Operators are standing by to assist you. But hurry, you'll need an E-ZPass on the Downtown and Midtown Tunnels by February 1, when all-electronic tolling starts.*

**Act now! Tolling starts February 1 on Downtown and Midtown tunnels.**







# Online Campaign



I'm Ready To Get One Now

First, I Need More Info

All -electronic tolling starts February 1 on the Downtown and Midtown tunnels.

**Click here to get your E-ZPass.**



All -electronic tolling starts February 1 on the Downtown and Midtown tunnels.

**Click here to find out why you'll need an E-ZPass.**



Go to Landing Page



All-electronic tolling starts February 1.  
No toll booths. No cash. No stopping.

**As of February 1 you will need an E-ZPass.**

(click here to find out why)

Click here to buy online ([www.ezpassva.com](http://www.ezpassva.com))  
Click here to see a list of stores where you can buy  
Call 877-762-7824 to buy over the phone



Go to E-ZPass web site

Go to E-ZPass Customer Service

Go to E-ZPass web site with list of retailers

Assess optimal traffic generator. Direct resources there.



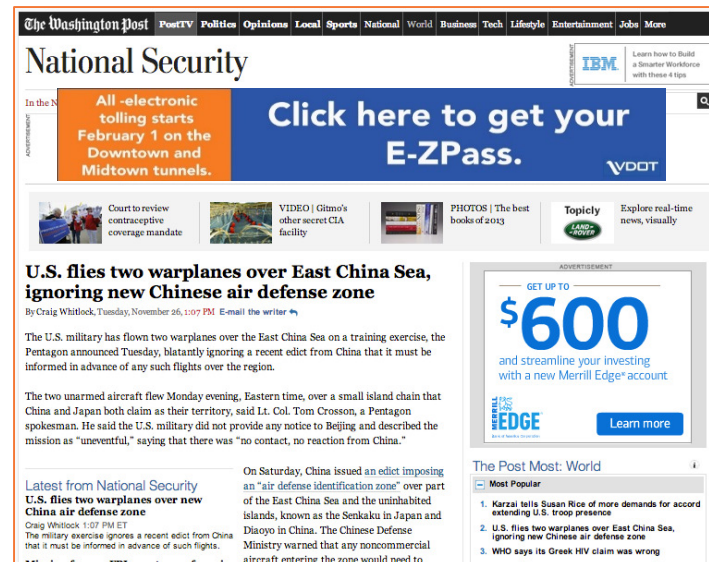
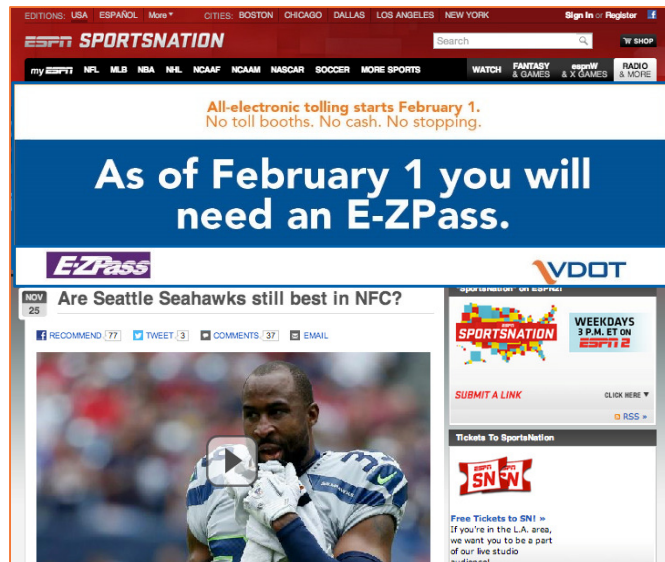
# Online Campaign

## Dynamic Search Advertising

1. Someone in Hampton Roads searches for info on “tolling”



2. They are then shown ads for E-ZPass across other sites:



## Media Strategy

Integrate several communication channels to reach the consumer over a three month period from January to March 2014

### **Augment & extend ERC campaign**

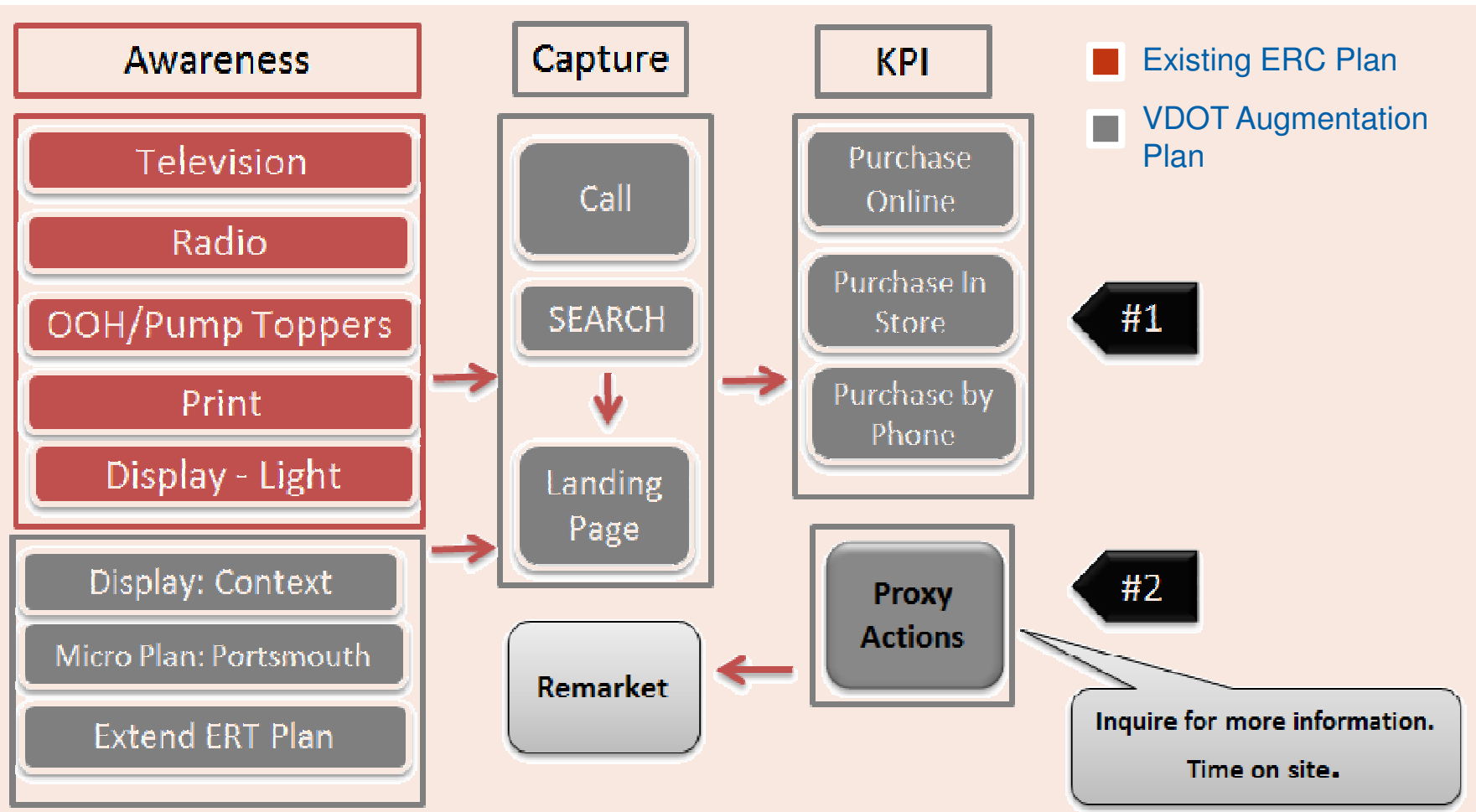
- Broadcast – TV and radio
- Print – local and regional
- Signs – billboards, VDOT signage
- Gas pump toppers

### **Online focus**

- Contextual display
- Display tablet/mobile
- Dynamic search
- Search



# Consumer Purchase Path Awareness to Retail





# VDOT E-ZPass Retail Advertising Campaign



Nov-13	Dec-13	Jan-14	Feb-14	Mar-14
		<b>TV</b> - Weekly appearances on talk shows and :10 cable ads		
		<b>Online</b> - Banners on web and mobile sites and search optimization		
		<b>Radio</b> - Morning and afternoon live reads, remotes		
		<b>Print</b> - Ads targeting Portsmouth and the region		
		<b>Billboards</b> - Digital billboards in the region		
		<b>Variable Message Boards</b> - VDOT's overhead boards at tunnels		
		<b>Road Banners</b> - E-ZPass banners placed on bridges at tunnels		
<b>Construction Updates</b> - Project updates via media and community relations				
<b>Community/Media Relations and Events</b>				

# Conclusion

1. There are now three easy ways to obtain an E-ZPass in Hampton Roads – online, on the phone and at a customer service center or local retail store
2. A robust, measurable education program is in place to ensure everyone is aware of Feb. 1 tolling start date and E-ZPass options
3. Close coordination is underway with ERT and VDOT's communications teams