Agenda

- Research
- Turnpike Brand
- SunPass Brand
- New Sales Channels
- Media Plan
- Sponsorships
- Measurement
- Toll Rate Increase
Research Methods

- Focus groups
- Dyads
- Ride-alongs
- Surveys
The Turnpike Brand

“The Less Stressway”

Creative strategy
the less stressway
Bypass Clogged Arteries.
SunPass Branding and Sales

“Life in the SunPass lane”
Creative strategy
Life in the SunPass Lane™  1.888.Toll.Fla
Life in the SunPass Lane

1.888.Toll.Fla
New Sales Channels
Media Plan - Strategy/Rationale

- Advertising consists primarily of two key elements
  - Outdoor
  - Radio
    - Drive Time :60s
    - Traffic Report Sponsorships
Summer 2003 – 2004

Advertising Timing
Major Markets

- **Miami-Ft. Lauderdale**
  - Road Branding
    - Outdoor
  - SunPass Sales
    - Outdoor
    - Radio

- **West Palm Beach**
  - Road Branding
    - Outdoor
  - SunPass Sales
    - Outdoor
    - Radio
Major Markets

• Tampa-St. Petersburg
  – Road Branding
    • Outdoor
  – SunPass Sales
    • Outdoor
    • Radio

• Orlando
  – Road Branding
    • Outdoor
Road Signage Programs

- **SunPass**
  - Burma Shave
    - Veterans/Suncoast
    - Mainline
    - 417 (Seminole #2)
  - Gift shop sales

- **Turnpike Gateway Signs**

- **Vehicle wraps**
Additional Marketing Programs
Proactive media strategy

- Utilize the media
- Develop a list of positive newsworthy stories
- Conduct meetings between top Turnpike management and newspaper editorial boards
- Vigorously respond to inaccurate letters to the editor
Sensible Choice On Turnpike

Sensi Florida Sun-Sentinel Editorial
Post December 21, 2003

No one wants to pay more, but at least the state agency that manages Florida’s Turnpike is leaving the decision up to drivers.

Florida’s Turnpike Enterprises is asking for a 1.5 cent-per-mile toll rate increase starting next year. The rates would hike toll prices by about a quarter to $1. It would also jack up the costs of travelling the stretch of the turnpike where tolls are charged based on a ticket schedule.

The toll increase is expected to drum up about $43.5 million per year. Almost half that amount would come from South Florida motorists.

Turnpike offers jolt of caffeine

By staff report
December 26, 2003

Florida’s Turnpike will offer free coffee at the 24-hour service plazas as an awareness break during the heaviest holiday travel periods, said turnpike spokeswoman Christa Deason.

The heaviest times are:

• 11 p.m. Sunday through 6 a.m. Monday.

• 11 p.m. Dec. 31 through 6 a.m. Jan. 1.

The free pick-me-up safety break requires motorists to promise they will buckle up during their drive, Deason said.
Relationship Marketing

- Direct Mail
- Newsletter
- Sales collateral
Corporate Outreach

Q.E.P. Co., Inc.
FLOORING TOOLS & ACCESSORIES FOR THE WORLD

SUN PASS
PREPAID TOLL PROGRAM

DORAL
GOLF RESORT & SPA

FLORIDA'S TURNPIKE

NABI
Biopharmaceuticals

KENDALL REGIONAL
Medical Center
Public Outreach And Sponsorships

Sawgrass Mills Mall
Sponsorship Marketing

- Complement marketing objectives
- Establish process to screen/create
- Evaluate
  - Rank and weight
  - Be opportunity neutral
- Sample opportunities
  - SunFest, Miami Dolphins, South Florida Fair
Measurement

• **Usage and revenue**
  – Year over year
• **SunPass**
  – Transaction increases
• **Ongoing quantitative tracking**
• **Qualitative evaluations**
Measurement

SunPass transponder sales
Measurement

SunPass participation

[Line graph showing SunPass participation from July 2002 to June 2004, with percentages on the y-axis and months on the x-axis.]
Toll Rate Increase Timeline

- **December 1-12:** Workshops
- **January 5-16:** Hearings
- **Visit Editorial Boards statewide**
- **February 16:** Announce Increase approved to press
- **Week of February 23:**
  - Started radio spots
  - Print ads in major newspapers
  - Posters in all lanes
- **Week of March 1:**
  - 1.2 million fliers to cash customers
  - VMS boards on roadway
  - Stories with media
Toll Rate Increase

Toll Increase
FOR CASH CUSTOMERS ONLY
MARCH 7TH

More efficient roads that make driving less stressful. New interchanges and additional SunPass® lanes at toll plazas that enhance traffic flow. More lanes that make driving easier and safer. These are some of our plans for you, our customers.

What’s new? On March 7th, tolls along Florida’s Turnpike and the Interchange Extension as well as the South Florida Turnpike will be increased. The change will help Florida’s Turnpike remain as the safest and most efficient toll road in the state of Florida. SunPass® customers are not affected by the toll increase.

Safer and less stressful. We will start to see tolls in effect on March 7th. The tolls will be marked with toll signs, displaying dollar amounts, new SunPass® lanes at toll plazas. More efficient roadways to reduce traffic and ease commute. Florida’s Turnpike remains the most maintainable toll road in Florida.

Why won’t SunPass® users be affected? SunPass® is a toll innovation and toll enforcement system. It works like a personal electronic toll. Electronic toll collection reduces road signs at toll plazas and enhances the ease of the roads, which allows for a safer and faster travel experience.

More questions? For additional information, visit Florida’s Turnpike website or call 1-800-352-2472.

Florida’s Turnpike
Guía de Información

Florida’s Turnpike
Toll Rate Information Guide
“Here’s Sunny!”