



Winning Over the Skeptics..... With Targeted Marketing

Floridians for Better Transportation

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Agenda

- **Develop a marketing and communications plan**
- **Measure the results**
- **Customer service**

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Marketing Is An Investment

- **Turnpike system - Mitigate traffic congestion on other FDOT roads**
- **SunPass - Improve capacity and customer service on the Turnpike System**
- **New projects – To ramp up traffic quicker**

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Marketing and Communications Plan

- **Long-term marketing strategy**
- **Begin with research**
 - Focus groups
 - Dyads
 - Ride-alongs
 - Surveys

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The Turnpike Brand

Advertising Strategy

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the less stressway™

TOLL





Background – SunPass Program

- **Launched in 1999**
 - First year = 176,000 accounts
 - Approx. 15% participation
 - \$25 per unit
- **Achieved 50% ETC Goal for 2004**
 - 50% system-wide participation
 - 7 months early
- **Current Participation**
 - Close to 57% ETC
 - 2 Million Transponders





SunPass Branding and Sales

Advertising Strategy

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Life in the SunPass Lane™ 1.888.Toll.Fla



SunPass cuts the price of tolls, doo-dah doo-dah!



Publix. CVS/pharmacy





SAVE \$6 ON TOLLS

Ft. Lauderdale to Orlando & back



Publix. CVS/pharmacy





Retail Sales Program

- Approximately **2 million** transponders issued by end of July 2005
- **80%** of transponder sales from retail sales
- Publix, CVS, Sedano's, Navarro's, and Turnpike Service Plazas





Road Signage Programs

➤ SunPass

- Burma Shave
- Gift Shop Sales

➤ Turnpike Gateway Signs

➤ Vehicle Wraps

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Additional Marketing Programs

- **Newsletter**
- **Relationship marketing**
- **Customer survey**



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Relationship Marketing

- **Complement marketing objectives**
- **Promote use of Turnpike and sell SunPass**
- **SunFest, Miami Dolphins, South Florida Fair, and Coconut Grove Art Festival**



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Measuring Performance

➤ Quantitative measures

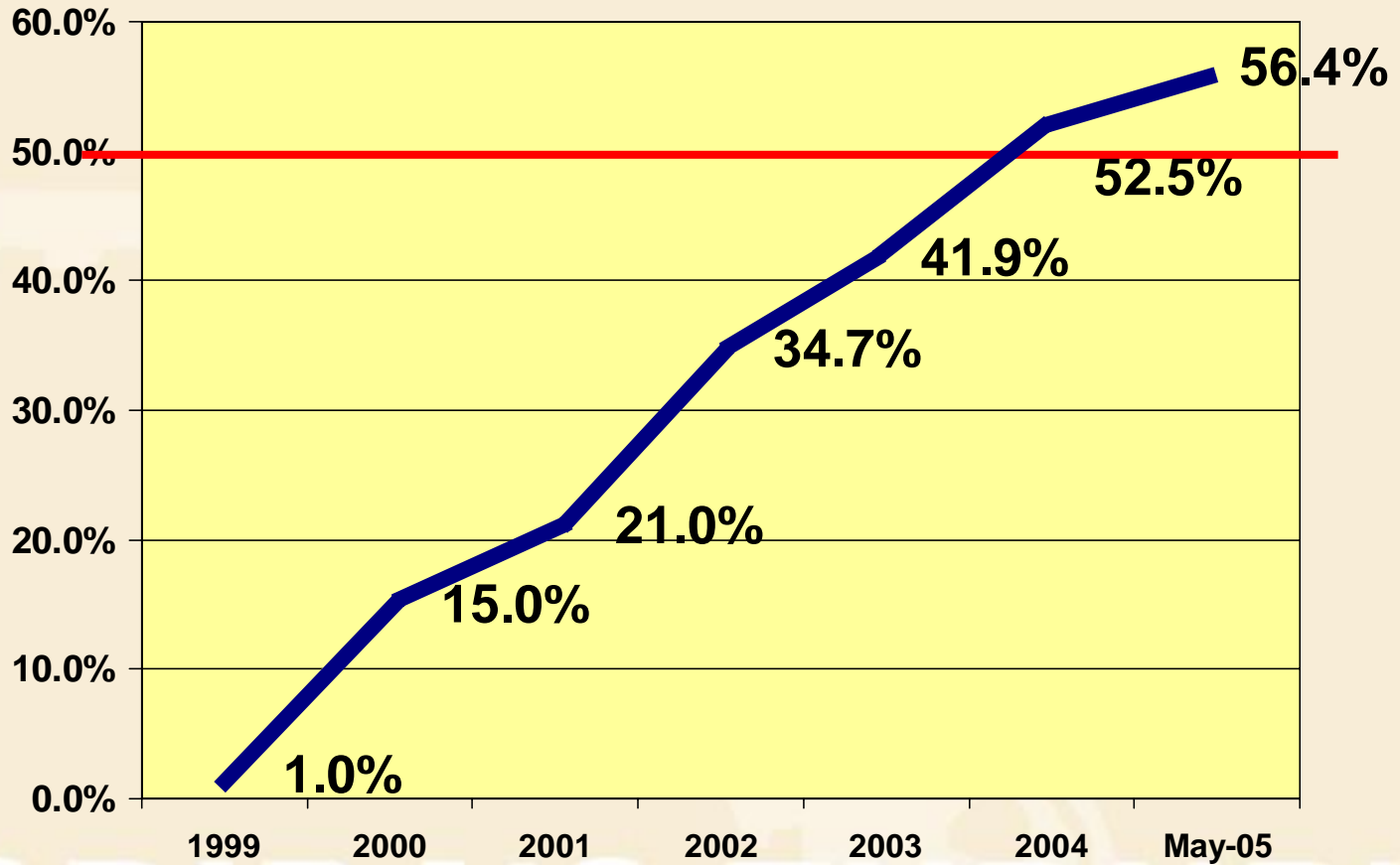
- Overall traffic
- Revenue
- Sales volume
- Response rate
- Customer satisfaction survey
- Percentage of traffic

➤ Qualitative measures

- Focus groups
- Dyads

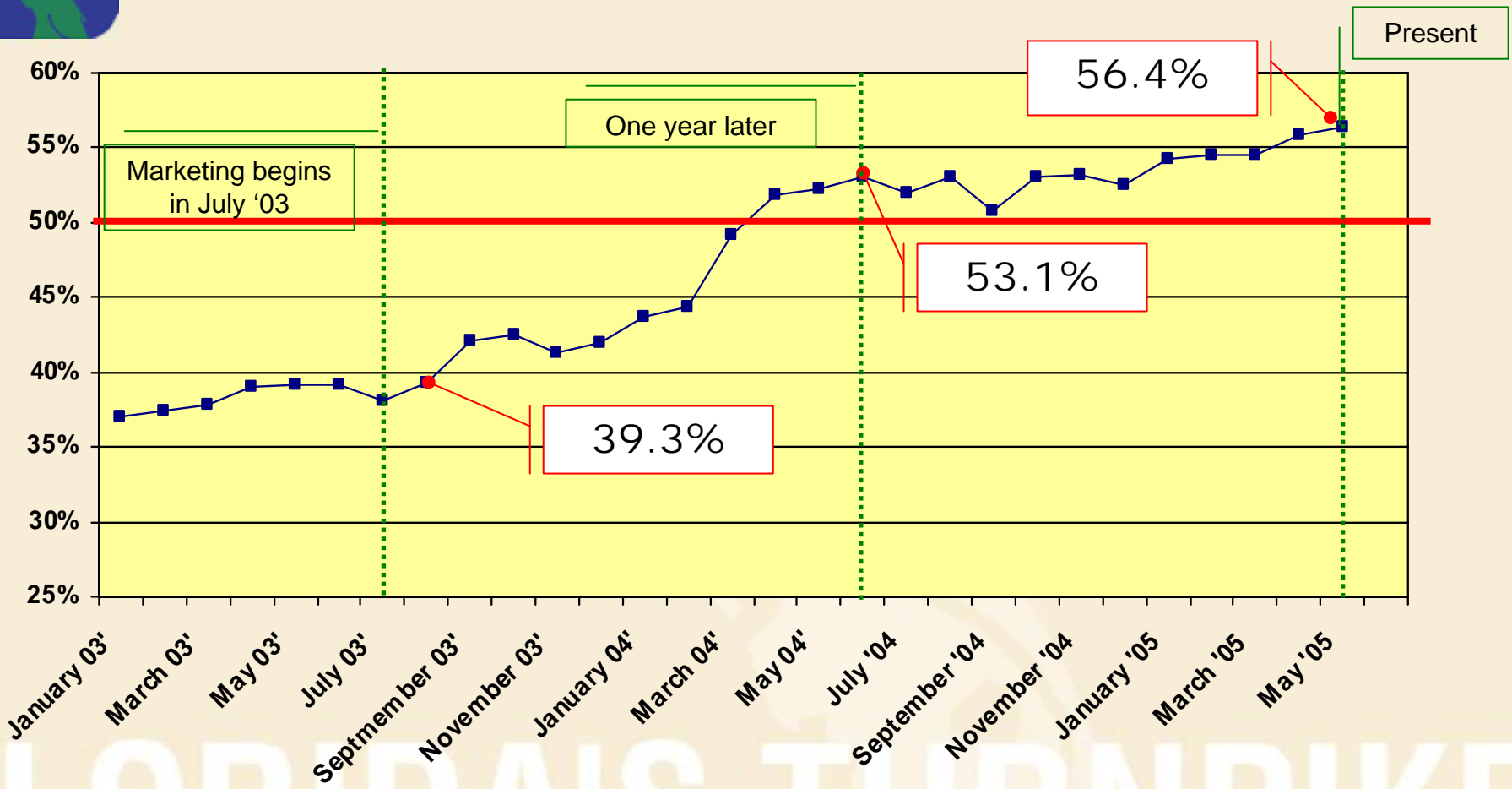


SunPass Participation (by year)



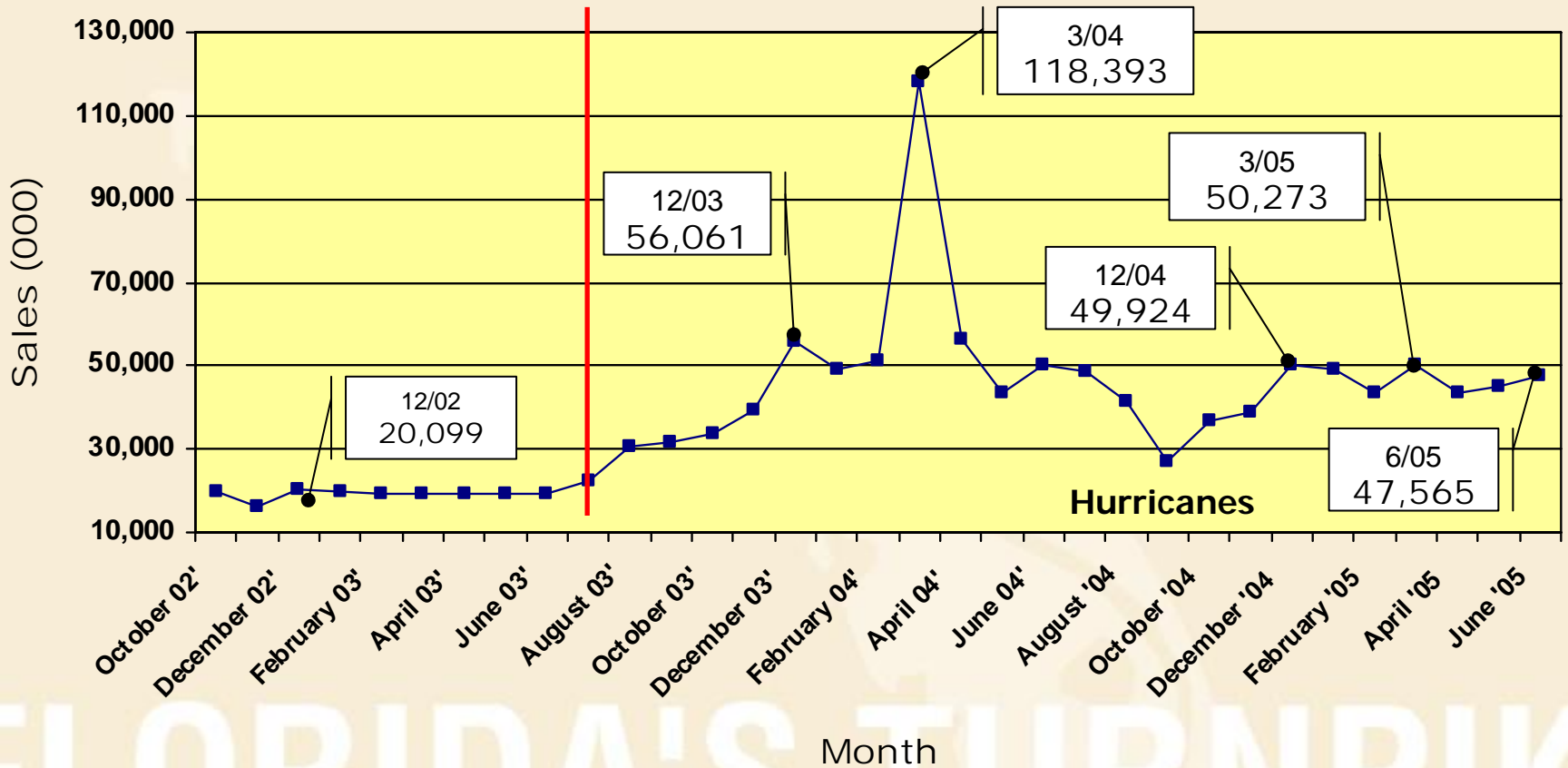


SunPass ETC Participation (by month)





SunPass Transponder Sales (By Month)





Tracking Research

Florida's Turnpike and SunPass

- **Benchmark – awareness, usage and perceptions**
- **600 telephone interviews in South Florida, Tampa and Orlando**
- **Florida's Turnpike is rated at substantially higher levels than competitive roads on factors such as:**
 - Faster way to travel
 - Easy to drive and use
 - Safer to drive
 - Reliable and predictable
 - Helpful and friendly employees
- **SunPass owners rate the Turnpike at even higher levels on the above factors**

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Tracking Research

SunPass

- **Awareness of advertising: People rate SunPass at even higher levels vs. those not aware on factors such as:**
 - Save time
 - Great convenience
 - Easy to purchase (Publix and CVS)
 - Lower rates than cash
 - Safer

- **SunPass owners: 9 out of 10 would recommend SunPass to a friend**

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Customer Satisfaction Survey

- Sent **1,118,000** surveys to Turnpike customers
- Over **98,000** responses received
- Responses:
 - 87% receive value for toll paid
 - 92% would recommend Turnpike to family/friends
 - 96% Satisfied with SunPass program

We can still do better!





“We Drive Smiles”

➤ **Florida’s Turnpike
Enterprise customer
service and team training**

- Trained over 4,850 employees
- Over 140 classes (30-50 per class)





“Sunny”



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