



SunGuide BRANDING Plan Highlights

South Florida ITS Coalition Meeting
Wednesday, September 28, 2005

PB Farradyne

Building the SunGuide brand



Branding strategies:

- Public Relations
- Public Information
- Advertising
- Partnering

SunGuide Status...



What we did internally:

- Reviewed stakeholders and what they equate with SunGuide
- Reviewed where SunGuide brand is and where we would like it to be
- Decided what we needed to “add” to the SunGuide brand to get us there and to differentiate the brand
- Developed a plan that would build, nurture, sustain and protect the SunGuide brand



Where we are:

- Low recognition of what SunGuide is, what ITS is, DMS or other ITS components
- Not enough outreach to minority communities
- Low website usage & little knowledge of who is using it
- Multiple websites offering traffic info adds to confusion
- Little 511 encouragement of multi-modal travel in past
- 511 community outreach not consistent – all over the regional landscape
- 511 partner contact does not appear to be “action” oriented or driven



Where we are:

ATIS phone survey* of users of 511 says:

- Users of 511 service are satisfied
- Users surveyed all speak English and are drivers
- Average age is 47 and they are affluent
- Almost all use phone to get 511 traveler info
- 511 users trust info
- 511 users believe info helps them avoid traffic congestion and delays
- 511 info changes travel route of users
- 511 info does *not* change when users travel
- Strong word-of-mouth advertising

* Survey of 511 users conducted 12/03-1/04

Where we want to be...



Psychographics:

- I want the best for drivers
- I want to protect my family on the road
- I want to be used/useful
- I want to make traffic info access as simple as possible
- I want to offer latest in technology – video streaming, transit info
- I want to be believed
- I want to see every driver using 511
- I want to see FDOT recognized
- I want to see all my ITS parts “connected”

Where we want to be...

- Most “trusted” website for ITS info
- Most “trusted” website for traveler information
- The “gold standard” for all ITS in Florida
- Increased partner participation
- 511 recognized as part of SunGuide; an interactive part of ITS
- 511 used by majority of South Floridians
- 511 used by majority of visitors
- Road Rangers recognized as part of ITS
- Distinct components of ITS are all “inter-connected”

Where we want to be...

- Be understood universally in South Florida, not just by professionals
- Be identified/understood as ITS when you see SunGuide Logo
- Be identified/understood as helping drivers make informed decisions
- Be recognized as “the web site” for ITS info
- Be recognized in the community, region, state
- Be appreciated for ITS technology
- Be appreciated for ITS leadership
- Be associated with “safety on our roads”

What we need to “add” to SunGuide brand:

- Integrity of information on SunGuide.org
- Dedicated staff to ensure accuracy of website updates and timeliness of response
- Assurance of “real-time” delivery
- Partner buy-in and true co-operation that produces action and outcomes
- Champions and advocates who can and will speak for our brand
- SunGuide on-line branding kit to assure logo usage

What we need to “add” to build the brand:

- Relationship-builders like workshops and briefings
- Relationship-builders like frequency of message via advertising channels
- Exposure to the brand – bring it to life for target audiences with “teachable moments”
- Exposure to the brand – bring it to life in non-conventional venues
- Exposure to the brand – bring it to life at special events
- Consistency in partner links and visibility

BRAND SOUL - How we differentiate SunGuide

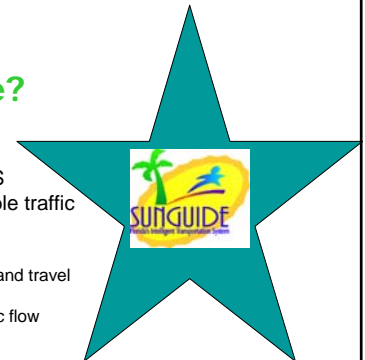
- Leverage ITS advances to brand SunGuide as “trusted” one-stop ITS info source/resource
- Position SunGuide.org as “best of ITS websites”
- Dramatically demonstrate SunGuide as ITS leader to stakeholders
- Connect with **safety**



What is the brand promise?

SunGuide is the best of FLORIDA ITS – most trusted and reliable traffic congestion manager

- Reduces incidents, delays and travel times
- Guides and smoothes traffic flow
- Makes travel safer
- Improves quality of life



The Solution: How we put it all together



▪ Developed PR/Public Information Campaign to support SunGuide branding

- Targeting specific audiences with specific key messages
- Redesigned the SunGuide website
- Formal Launching of www.SunGuide.org
- Established news bureau
 - Proactive media relations
 - Monitor and track ITS community issues

The Solution: How we put it all together



▪ Generating branded collateral materials – one look, one identity for SunGuide

- Branding all new printed and online materials (Newsletter on www.SunGuide.org)
- Producing online SunGuide logo usage manual
- Branding the TMC with SunGuide logo
- Producing 511 collaterals with relationship to SunGuide “look”
- Kiosk for TMC lobby
- Building “mobile marketing” kiosks to bring the brand to life at events and non-traditional venues

The Solution: How we put it all together



Coordinating & Setting Measurable Goals for Community Outreach/Public Involvement

- Utilize/leverage relationship with SRS and FDOT ITS project Public Information contractors to extend SunGuide community outreach efforts
- Organize monthly meetings with FDOT PIO and ITS projects to fine tune/adjust community outreach plans/schedules



Questions?