



Florida's Turnpike Enterprise

Marketing Presentation

Florida Transportation Commission

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FLORIDA'S TURNPIKE



Agenda

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

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Research Methods

- Focus groups
- Dyads
- Ride-alongs
- Surveys

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The Turnpike Brand

“The Less Stressway”

Creative strategy

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the less stressway™



SUNPASS
FLORIDA TOLL PROGRAM

the less stressway



***Bypass Clogged
Arteries.***





SunPass Branding and Sales

“Life in the SunPass lane”

Creative strategy

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SUN PASS
PREPAID TOLL PROGRAM

SUN PASS

Life in the SunPass Lane

1.888.Toll.Fla



SUNPASS
PREPAID TOLL PROGRAM

Life in the SunPass Lane™ **1.888.Toll.Fla**



Life in the ***SunPass*** Lane

1.888.Toll.Fla



New Sales Channels



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Media Plan - Strategy/Rationale

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

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Summer 2003 – 2004

Advertising Timing

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Major Markets

- **Miami-Ft. Lauderdale**

- Road Branding
 - Outdoor
- SunPass Sales
 - Outdoor
 - Radio

- **West Palm Beach**

- Road Branding
 - Outdoor
- SunPass Sales
 - Outdoor
 - Radio

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Major Markets

- **Tampa-St. Petersburg**

- Road Branding

- Outdoor

- SunPass Sales

- Outdoor

- Radio

- **Orlando**

- Road Branding

- Outdoor

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Road Signage Programs

- **SunPass**
 - Burma Shave
 - Veterans/Suncoast
 - Mainline
 - 417 (Seminole #2)
 - Gift shop sales
- **Turnpike Gateway Signs**
- **Vehicle wraps**

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Additional Marketing Programs

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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

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Results

Travel wftv.com 9 in partnership with icFlorida.com

Email This Story Print This Story

FHP Steps Up Patrols With Extremely Busy Holiday Travel Expected

POSTED: 12:11 p.m. EST November 26, 2003
UPDATED: 12:16 p.m. EST November 26, 2003

How Will You Get There?
Gas Prices | Airport Delays
Holiday Travel Tips

CENTRAL FLORIDA -- Turnpike officials and the Florida Highway Patrol are putting in new safety improvements for the holiday travel and for the long term. No one likes to think about it as the holiday approaches, but troopers want people to know that an estimated 40 people will die in traffic crashes on Florida's roads over the thanksgiving weekend.

More Travel
Travel Stories
Journey Home Hassle-Free Travelers
Travel Tips: Are You Prepared?
Theory Proves Wrong: No Rising In Vegas

Buddy Check
FREE breast-cancer detection kit
Don't put it off.

OPINION

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Monday, December 1

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Main News
Politics

Tolls and the turnpike

Palm Beach Post Editorial
Monday, December 1, 2003

Though the bonds that financed Florida's Turnpike were retired years ago, the state keeps selling bonds to help finance improvements. The reason for the first toll increase in a decade on the 450-mile system, turnpike officials say, is that toll revenue covers operations, maintenance

HOME NEWS BUSINESS SPORTS FEATURES ENTERTAINMENT

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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.

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Sensible Choice On Turnpike

South Florida Sun-Sentinel Editorial Board
Posted December 21, 2003

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

Florida's Turnpike Enterprises is asking for a 1.5 cents-per mile toll rate increase starting next year. The rates would hike local toll plaza fees by about a quarter to \$1. It would also jack up the costs of traveling the stretch of the turnpike where rates 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.

Email story
Print story

INSIDE THE NEWS

- Local News
- Opinion
- Editorials
- Letters
- Editorial Columnists
- Editorial Cartoons
- Columnists
- Obituaries

THE TCPALM NETWORK

- The Stuart News and Port St. Lucie News
- Fort Pierce Tribune
- The Press Journal
- The Jupiter Courier
- Sebastian Sun
- WPTV Newschannel 5

NEWS

- Nation & World
- Florida
- Obituaries
- Weather
- Photo Galleries
- Metro Traffic
- Lottery Results

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Relationship Marketing

- Direct Mail
- Newsletter
- Sales collateral



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Corporate Outreach



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Public Outreach And Sponsorships

Sawgrass Mills Mall



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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

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Measurement

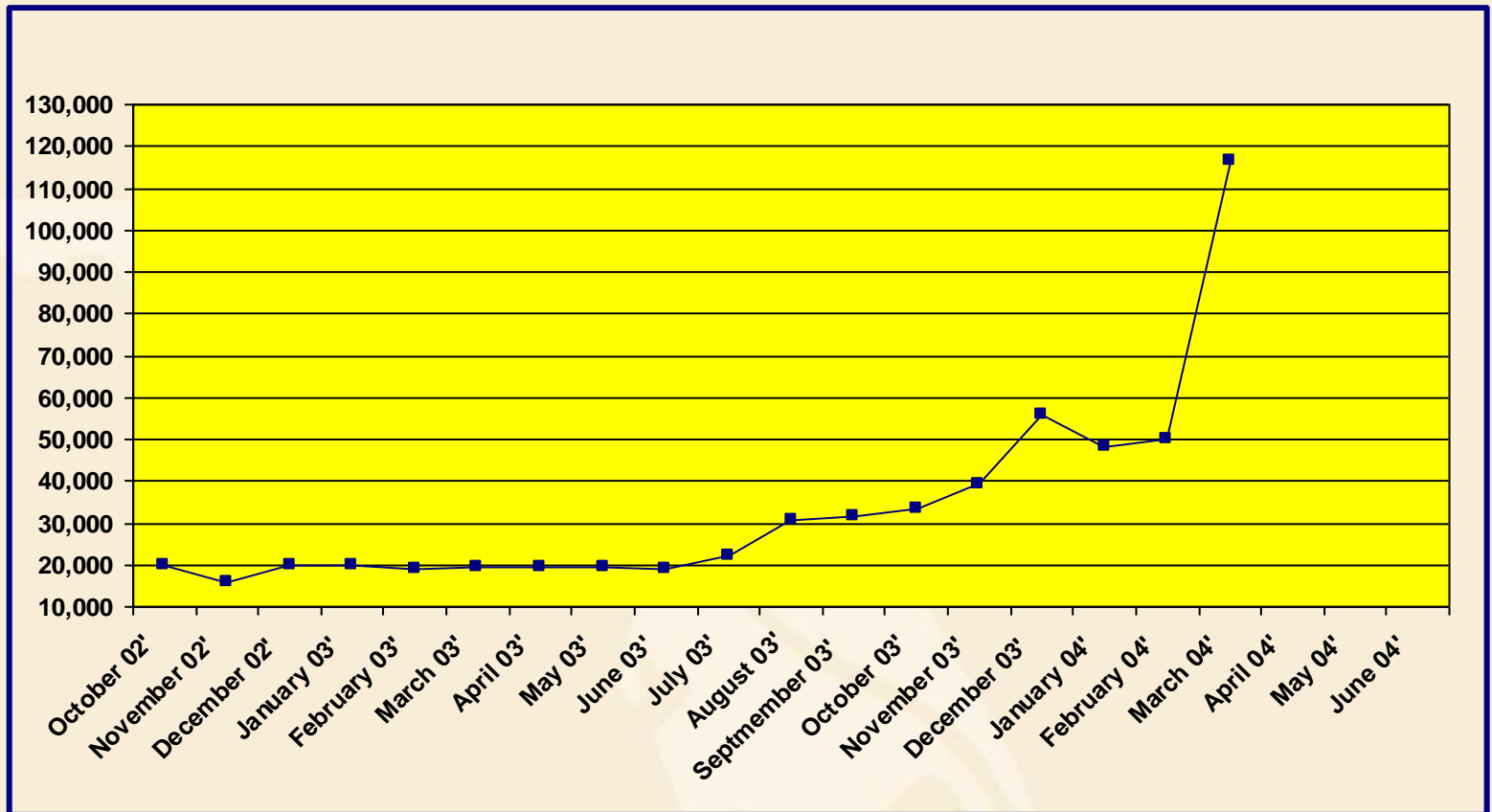
- **Usage and revenue**
 - Year over year
- **SunPass**
 - Transaction increases
- **Ongoing quantitative tracking**
- **Qualitative evaluations**

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Measurement

SunPass transponder sales

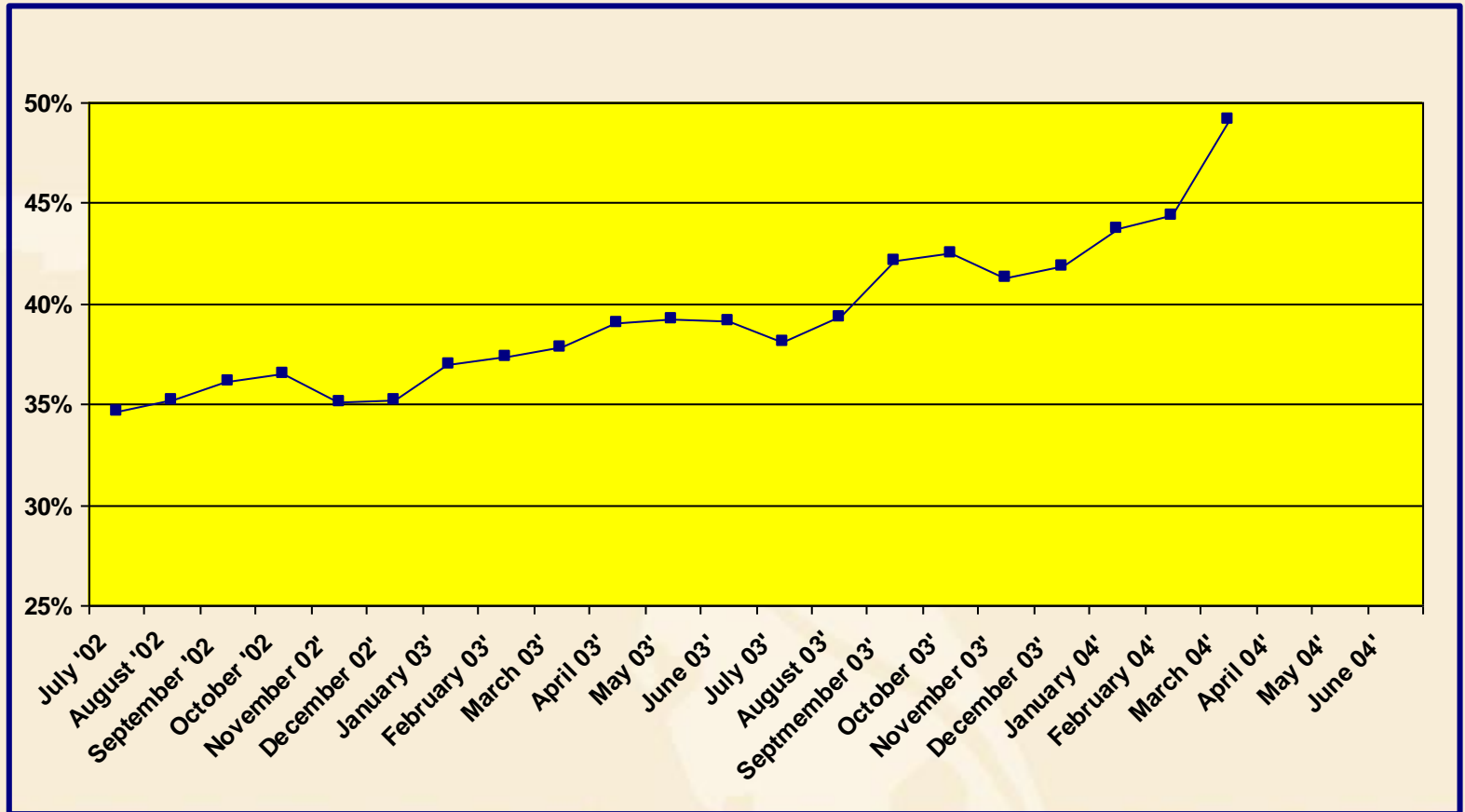


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Measurement

SunPass participation





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**

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Toll Rate Increase



**Tarifas de Peaje
Guía de
Información**

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 news? On March 7th, tolls along Florida's Turnpike and the Homestead Extension as well as the Sawgrass Expressway will increase for cash paying customers. The average toll rate will increase from 6 to 7.5 cents per mile. However, SunPass customers are not affected by the toll increase.



Safer and less stressful. You will start to see safer and less stressful roads as early as this year. The funds will be used for road expansions, building median guardrails, new SunPass lanes at toll plazas and additional interchanges to relieve traffic. And of course, to keep Florida's Turnpike roads the best maintained in Florida.



Your toll money at work. Toll roads are built, maintained and improved using toll revenues not taxes. Revenues generated from the toll increase will be completely reinvested back into Florida's Turnpike roads. These upgrades will not only result in superior roads for you but keep the Florida's Turnpike System one of the safest in Florida.



Why won't SunPass users be affected?

SunPass is a more cost effective and efficient system. It costs less to process electronic tolls. Electronic toll collection reduces back-ups at toll plazas and minimizes the risk of accidents, since drivers don't have to take their eyes off the road to look for loose change.



More questions? For additional information on the toll increase, log on to FloridaTurnpike.com. And to purchase SunPass, visit any Publix® or Eckerd®, or log on to SunPass.com. With your continued support we can keep Florida's Turnpike the safest and most efficient road system in Florida.



**Toll Rate
Information
Guide**

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“Here’s Sunny!”



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