

INFORMATION ATTACHMENT
ROUTE 1 PROMOTIONAL MEDIA BUY

Background

On March 16, 2020, GRTC will launch new local transit service on Route 1 in Chesterfield County from Falling Creek to John Tyler Community College, funded 80% by a DRPT demonstration grant and 20% by a local match from Chesterfield County. This funding includes a multi-media, multi-faceted marketing campaign for GRTC to appropriately advertise this service extension. Media buys are an integral part of successful marketing campaigns, particularly when marketing new or enhanced services. It is important that we put our content in places that will reach our target audience and make the most impact. Although we will utilize a variety of media partners, including print and on-bus opportunities, we strongly believe the following partners will best help us achieve maximum impact: NBC12, CBS6, Comcast, and Radio Poder. Only NBC12 and CBS6 buy amounts require Board action, but we are including information about Comcast and Radio Poder for context.

In order to proceed with our media buy processes, staff seeks approval from the Board of Directors for the two largest recommended media buys (TV & Digital) with NBC12 and CBS6. These buys are fully funded through the Chesterfield County grant and do not use GRTC's FY20 Marketing budget.

Highlights

- TV Advertising: Television is still the dominant influencer for any brand to drive awareness, interest and consideration. We plan on airing our series of GRTC commercials (:30 seconds) around the local news, prime time, special events and sports with both stations. NBC12 and CBS6 consistently have the highest television ratings and their local news is ranked the best in the Richmond Region. Additionally, these were the two top-ranked TV stations from a Chesterfield marketing survey along Route 1 of the viewers we most need to reach.
- Digital Advertising: Both partners will be focused on delivering our ads/videos/messages to people where they spend the most time (smart phones, laptops/pc, tablets, and televisions).

Geo targeting / Geo fencing - Both partners will be targeting and fencing geographically around the identified routes and destinations so that locals or tourists inside these zones will receive digital ads on their smart phones as they pass through.

Site Retargeting – NBC12 will be using site-retargeting so people who have visited our GRTC website recently will receive our ads.

Over The Top (OTT) - Both partners will be targeting people who have cut the cord and no longer watch traditional cable television (People who stream their media on Hulu, Amazon as well as other streaming platforms). Our :30 commercials will be delivered to these people as well.

- Experience, Knowledge, and Innovation: We have 16+ years of experience working with both partners and their teams. They offer a wealth of knowledge, innovation and experience. Both partners understand our goals for GRTC and are dedicated to exceeding our marketing goals.

- The Total Investments for the advertising period (three-month period, approximately late January – late April 2020; flexibility built into schedule):

NBC12 On-Air 75% | Digital 25%
Total NBC12 Investment is not-to-exceed \$160,000

CBS6 On-Air 75% | Digital 25%
Total CBS6 Investment is not-to-exceed \$160,000

Comcast On-Air Total Investment is not-to-exceed \$90,000

Radio Poder On-Air and Community Total Investment is not-to-exceed \$10,000

Recommendation

That the Board of Directors authorizes the CEO to issue a purchase order to NBC12 not-to-exceed \$160,000 and CBS6 not-to-exceed \$160,000 for on-air and digital advertising of GRTC service expansions and extensions.