



## NC Turnpike Authority Presentation to the NCTA Board of Directors

Reid Simons, Director of Community Relations, NCDOT/NCTA  
Mike Gentry, Director of Marketing, NCTA  
January 5, 2011

## *Agenda*

- **Public Education/Marketing Strategy**
- **Campaign Overview and Results**
- **Next Steps**

## A Successful Business



3



## Our Product = TriEx & NC Quick Pass



Stunning Expressway with valuable time savings and trip reliability

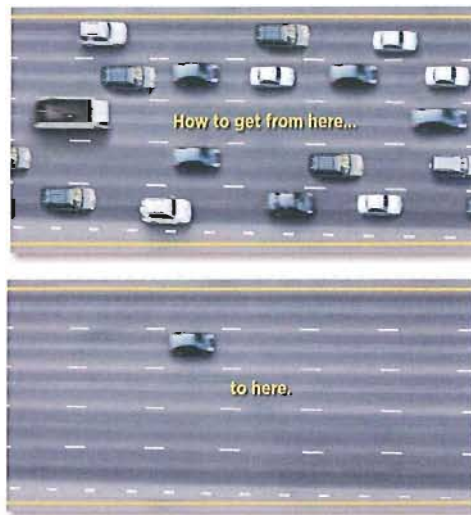
State-of-the-art technology and outstanding customer service



4



## Goal: To show our customers...



5

## Marketing Objectives:



- Build awareness
- Educate the public about the TriEx and NC Quick Pass
- Drive traffic to [ncquickpass.com](http://ncquickpass.com)
- Sell transponders
- Encourage usage

6



## Power of Earned Media and Building Lasting Relationships



Public Workshops  
CSC Grand Opening  
Triangle Expressway Trot 5K  
Ribbon Cutting Ceremony  
Chamber events/visits  
Cary Festival of Lights  
Holly Fest



Biogen  
Cisco (2)  
Net App  
Time Warner Cable (2)  
Cree  
Credit-Suisse  
EPA-NIEHS  
IBM  
Lenovo

7



## Media Plan

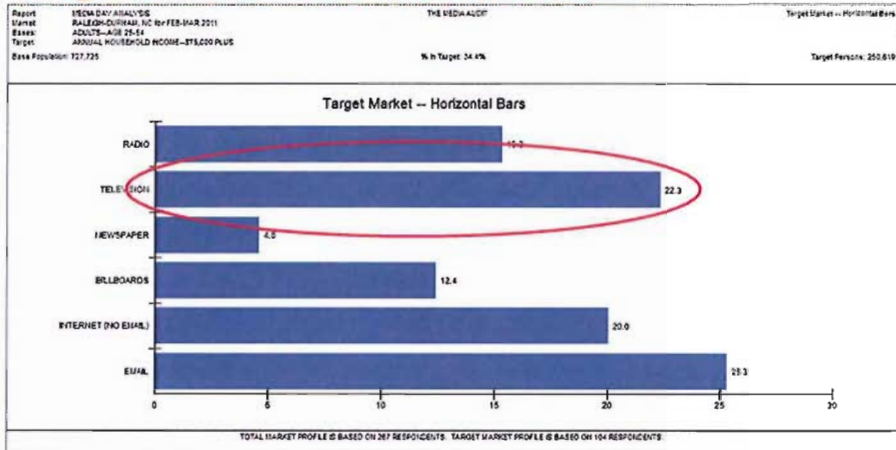
- I. Triangle Parkway Opening -Phase 1 Blitz (4Q 2011)
- II. Maintenance Support for Triangle Parkway and Western Wake Freeway Opening -Phase 2 (1Q - 3Q 2012)
- III. Triangle Expressway Full Opening Blitz -Phase 3 (4Q 2012)

8



## Target Audience Media Preferences

Raleigh-Durham A25-54 with a HHI of \$75K are wired



9

## I. Triangle Parkway Opening Blitz



### Media Mix Executed:

- Broader reaching media with relevant content
  - Traffic radio
- Targeted media within priority geography
  - :15 pre-roll video, banner ads and mobile (cell phone) ads
  - Door hangers & direct mail
  - Gas station signage (pump toppers & fillboards)
  - Community newspapers
  - Mobile outdoor

Levels: Heavy and consistent

Timing: October 2011 – January 2012

10

## Traffic Radio

| STATIONS                     | FORMAT                | FREQUENCY   | NICKNAME (if any)            |
|------------------------------|-----------------------|-------------|------------------------------|
| <b>Curtis Traffic</b>        |                       |             |                              |
| WQDR-FM                      | Country               | 94.7        | Today's Country              |
| WBBB-FM                      | Rock                  | 96.1        | 96 Rock Thee Rock Station    |
| WYMY-FM                      | Regional Mexican      | 96.9        | La Ley                       |
| WPLW-FM                      | Top 40                | 102.3/102.5 | Pulse 102                    |
| WKIX-AM/WKIX-FM              | Oldies                | 850/102.9   | Carolina's Greatest Hits     |
| WPTF-AM                      | News/Talk             | 680         | 247 Newstalk Information     |
| WZTK-FM                      | Talk                  | 101.1       | FM Talk 101.1 Radio          |
| <b>Clear Channel Traffic</b> |                       |             |                              |
| WDCG-FM                      | Top 40                | 105.1       | G105                         |
| WRDU-FM                      | Talk                  | 106.1       | Rush Radio                   |
| WRVA-FM                      | Classic Hits          | 100.7       | 100.7 The River              |
| WKSL-FM                      | Hot AC                | 93.9        | KISS FM                      |
| <b>WFXC-FM Traffic</b>       |                       |             |                              |
| WFXC-FM                      | Urban Contemporary    | 107.1       | Today's R&B and Classic Soul |
| <b>WQOK-FM Traffic</b>       |                       |             |                              |
| WQOK-FM                      | Hip Hop               | 97.5        | K97 Continuous Jams          |
| <b>WRAL-FM Traffic</b>       |                       |             |                              |
| WRAL-FM                      | Adult Contemporary    | 101.5       | Mix 101.5                    |
| WUNC-FM Underwriting         | National Public Radio | 91.5        | NPR                          |

11



## Traffic Radio Sponsorships

- Airs AM and PM during peak drive times
- Combination of WRAL, Clear Channel, Curtis Media and Radio One networks provides complete market saturation
- Mix of :10 and :15 second spots, live reads and pre-recorded
- Every weekday for 10-weeks during launch of Triangle Parkway



sample radio  
:15 sec spot

12



## Traffic Radio Performance

### DELIVERY

|            | One Week | Total   |
|------------|----------|---------|
| Spots:     | 73       | 664     |
| GRPs:      | 117.7    | 1,119.3 |
| Reach:     | 55.4%    | 88%     |
| Frequency: | 2.1      | 12.7    |

### DAYPART DISTRIBUTION (Overall)

|          |                   |      |
|----------|-------------------|------|
| AM Drive | Mon-Fri 6-10 a.m. | 55%  |
| PM Drive | Mon-Fri 3-7 p.m.  | 45%  |
| Total    |                   | 100% |

## Digital Campaign Overview

- :15 second pre-roll video and banner ads online
- Mobile SMS, banners and :15 second audio to reach on-the-go commuters

THE NEWS OBSERVER  
newsobserver.com



mobile theory



traffic .com



WRAL.com  
WALFISH • DURHAM • WYLETOWNVILLE

## Overall Digital Performance

- Campaign maintaining strong Click Through Rates (CTR)
- Total Delivered Impressions: 5,242,882
- Total delivered clicks: 19,371
- 0.37% CTR (*Industry average 0.02%-0.05% CTR*)

## Online Radio: An Emerging Opportunity

43MM+ consumers use online radio on a weekly basis (doubled since 2005)

Consumers tend to be better-educated, affluent, digitally-savvy, with higher-paying full-time jobs

User makeup is 55% Male, 45% Female

Two-thirds of users are within the ages of 25-54 years old

Roughly 52% of P12+ in 2012 will be listening to internet radio, up from 36% in 2010



Source: Edison Research and Arbitron, "The Infinite Dial 2010: Digital Platforms and the Future of Radio," April 2010; eMarketer



## Pandora: Part of Commuters' Daily Routine



17

## Pandora Performance



- :15 sec. Audio Commercial/Image
  - 765,903 Delivered Impressions
  - 1,729 Clicks
  - 0.23% CTR Overall
- Mobile audio/following banner  
**1.47% CTR**

18

## Mobile Theory

- #1 vendor for advertising on mobile devices
- Geo-targeted to Raleigh-Durham metro area



19

## Mobile Theory Performance



- 200,702 Delivered Impressions
- 869 Clicks
- 0.43% CTR Overall

20

## Specific Media

- Geo-targets national websites to specific audiences based on their digital footprint using five dimensions
- 2,201,311 Delivered Impressions
- 7,111 Clicks
  - Highest campaign clicks
- 0.32% CTR Overall
  - Increase from last week (0.31%)



21

## ABC11tv.com



- 517,271 Delivered Impressions
- 863 Clicks
- 0.17% CTR Overall
- Mobile banner – 3% CTR
  - Highest campaign CTR

22

## News and Observer.com



- 193,346 Delivered Impressions
- 342 Clicks
- 0.18% CTR Overall

23

## WRAL.com



- 415,956 Delivered impressions
- 906 Clicks
- 0.22% CTR
- **Pre-Roll video 1.40% CTR!**

24

## Online :15 Pre-Roll Video Example



<http://www.thinkmsa.com/projects/quickpass/>

25

## Traffic.com



- National traffic website (geo-targeted)
- 871,028 Delivered Impressions
- 6,006 Clicks
- 0.69% CTR!
  - Highest campaign CTR

26

## Search Engine Marketing/Paid Search



- SEM is a form of Internet marketing that increases website visibility in search results
- Ensures that NCQuickPass.com appears at, or near, the top page for every relevant keyword search

### Google search performance

- 31,989 Delivered Impressions
- 584 Clicks
- 1.83% CTR!

27

## Alexa Free Website Analytics

### Top Search Queries for Myncquickpass.com

| Query                                 | Percent of Search Traffic |
|---------------------------------------|---------------------------|
| 1 <a href="#">nc quick pass</a>       | 50.70%                    |
| 2 <a href="#">quick pass</a>          | 35.21%                    |
| 3 <a href="#">www.ncquickpass.com</a> | 10.79%                    |
| 4 <a href="#">quickpass tax</a>       | 3.30%                     |

**myncquickpass.com** This site is unclaimed. [Claim this Site](#)

Myncquickpass.com

**Statistics Summary for myncquickpass.com**

Myncquickpass.com's three-month global Alexa traffic rank is 1,767,699. Almost all visitors to the site come from the US, where it has attained a traffic rank of 215,738. The site is relatively... [Show More](#)

|                                                                          |                                      |                                                                                                 |
|--------------------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------------------------------|
| <p><b>Alexa Traffic Rank</b></p> <p><b>1,767,699</b><br/>Global Rank</p> | <p><b>215,738</b><br/>Rank in US</p> | <p><b>Reputation</b></p> <p><b>1</b><br/>Sites Linking In</p> <p>☆☆☆☆☆<br/>(No reviews yet)</p> |
|--------------------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------------------------------|

172 million *active* websites in the world today – techlogon.com

19 million *active* websites in the US today – nationmaster.com

28

## Door Hangers and Direct Mail

- Highly impactful - ensures consumer interaction
- Reaches 100% of target Households (HH) directly surrounding Triangle Parkway
- Door hangers to 157,870 HH
- Direct mail to remaining 34,395 HHs
- Total: 192,265 HHs



29



## Community Newspapers

- Targeted specifically
- Reaches subscribers and non-subscribers
- 1/2 page 4-color for page dominance
- Every weekly issue during launch of Triangle Parkway
- Result: 115,027 impressions

**The Herald-Sun**  
Trusted & Essential

Weekly Cir. 50,000

**THE CARY NEWS**

Weekly Cir. 54,100

**The Apex Herald**

Weekly Cir. 2,827

**Holly Springs Sun**

Weekly Cir. 8,100



30



## Community Print Ad

**Triangle Expressway and NC Quick Pass**

**Fast Relief from Stop and Go Woes.**

Beginning this December you'll be able to escape the agony of bumper-to-bumper traffic and get back to your life faster with the new Triangle Expressway. Opening in December 2011, the first phase of the Triangle Expressway offers a quicker and more convenient route to the Research Triangle Park. When complete later in 2012, both phases of the Triangle Expressway will offer a congestion-free route between western Wake County and the Research Triangle Park, saving up to 40 minutes round-trip each day.

For more information on the new Triangle Expressway and NC Quick Pass, you'll want to save up to 20% on all tolls, please visit [www.ncquickpass.com](http://www.ncquickpass.com).

**NC QUICK PASS**

Save Time. Save Money. [www.ncquickpass.com](http://www.ncquickpass.com)

| INTER-STATE LOCATIONS |                         |                        |
|-----------------------|-------------------------|------------------------|
| 1 I-40                | 4 I-85 Chapel Hill Road | 8 I-85 Cary            |
| 2 I-77                | 5 I-85                  | 9 I-85 111 Barton Blvd |
| 3 I-95                | 6 I-85 Fryingpan        | 10 I-85                |
| 4 I-95                | 7 I-85                  | 11 I-85                |

31



## Gas Station Signage

- Typical consumer spends 4 minutes in front of your ad
- Gas stations are located in high traffic areas where traditional outdoor may be restricted or non-existent
- Allows targeting by zip code
- Mix of gas pump toppers and fillboards
- Result: 1,642,000 impressions



32







### III. Western Wake Phase 3



- Media Mix to be executed:
  - Broader reaching channels with continued focus on relevant content
    - Cable TV
    - Radio
    - Digital “online” advertising
    - Community newspapers
    - TBJ and Metro Magazine
    - Mobile outdoor
    - Gas station signage

Levels: Heavy and consistent

- Timing: October – December 2012

### Off to a great start – a team effort!

To more than 10,000 sold to date!

