



11/06/2020

Public Transport Marketing and Communications

**UI TP Online Course on Marketing and Communication in
Public Transport**

Santiago, Chile; 8-11 June 2020

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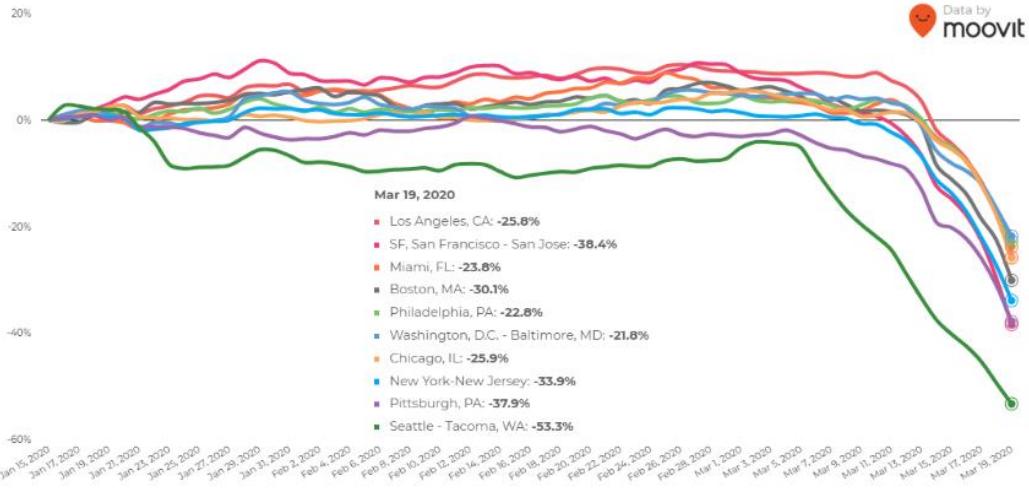
Introduction to The Workshop



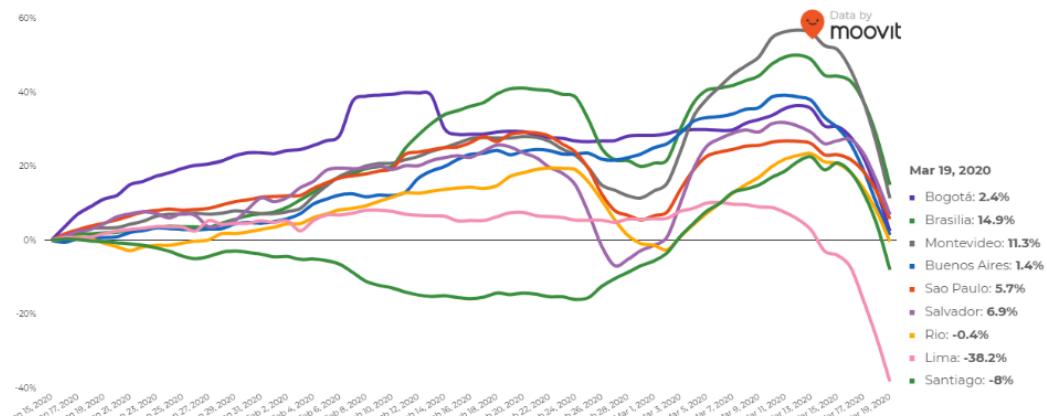
COVID-19 AND TALE OF THREE CITIES

- COVID-19 has severely affected the ridership and financial position

Coronavirus: Effect on Public Transit Usage In the US

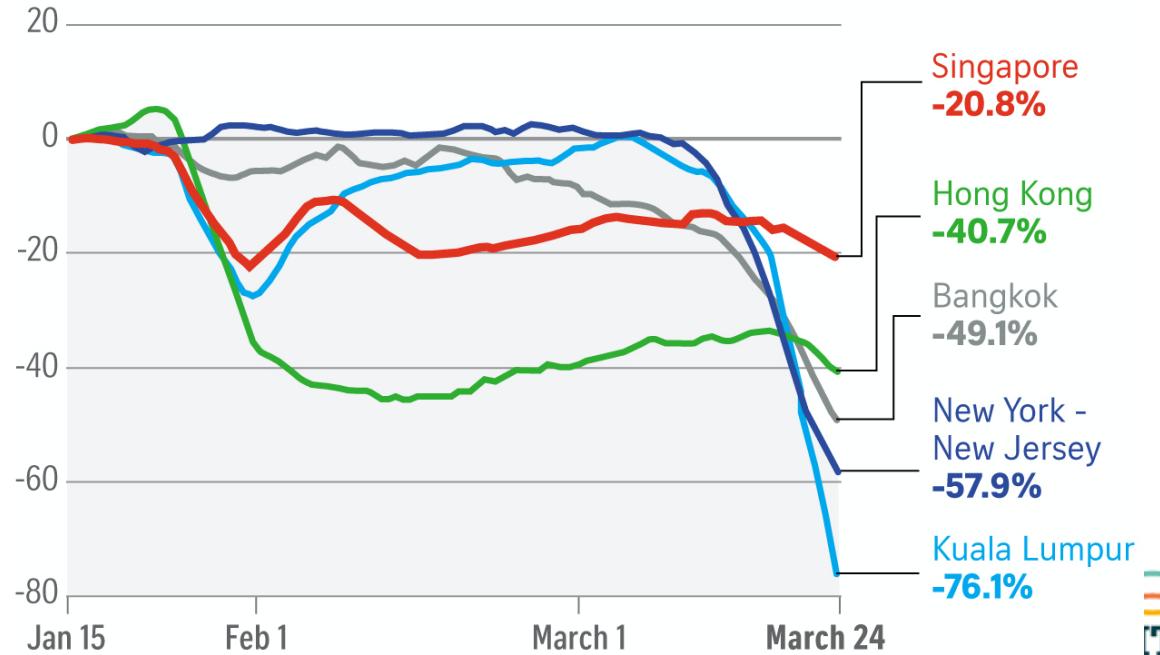


Coronavirus: Effect on Public Transit Usage in South America



Impact of coronavirus on public transit usage

% change in public transit usage relative to typical usage prior to the outbreak

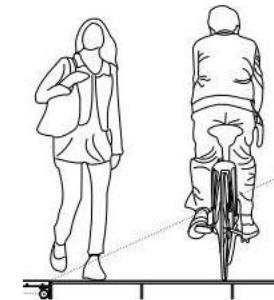
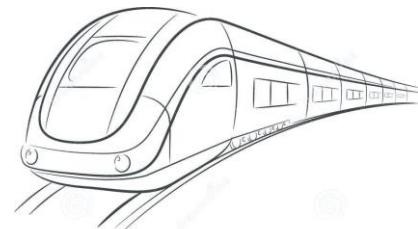


Source: MOOVIT STRAITS TIMES GRAPHICS



COVID-19 AND TALE OF THREE CITIES

- Automobile sector is spending for post-COVID-19 recovery with emotional advertising

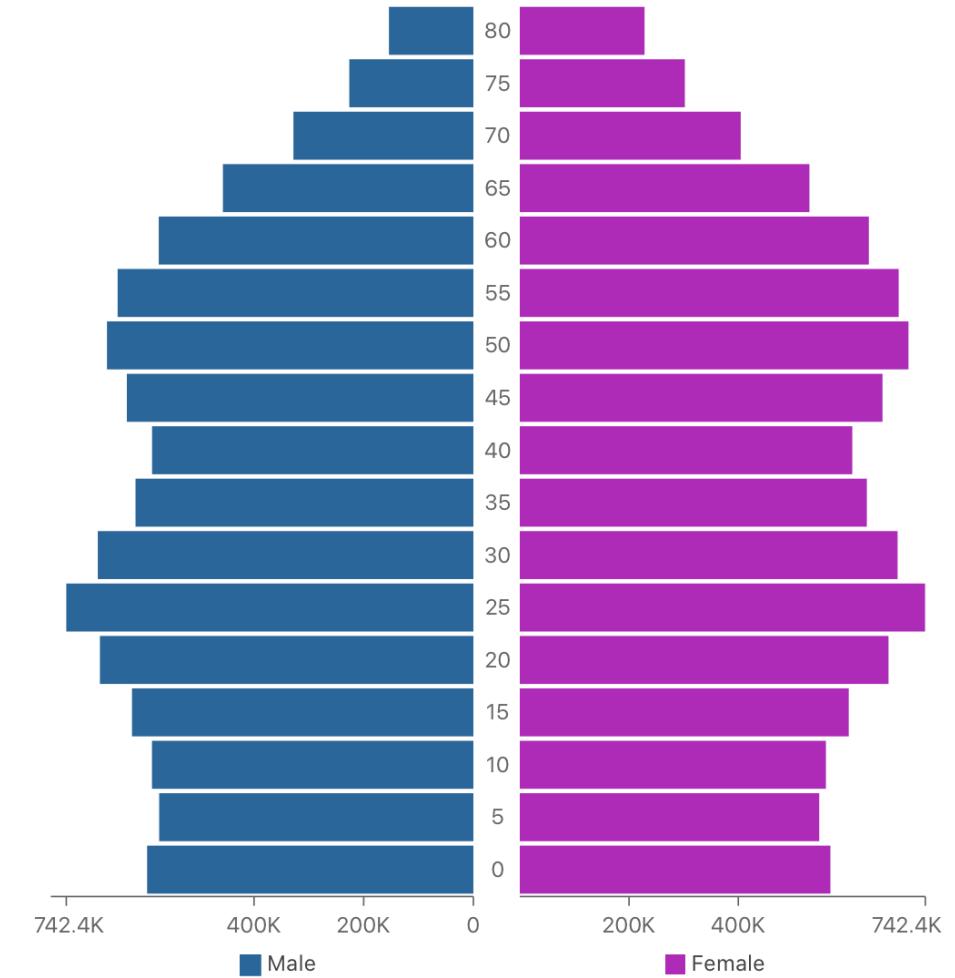
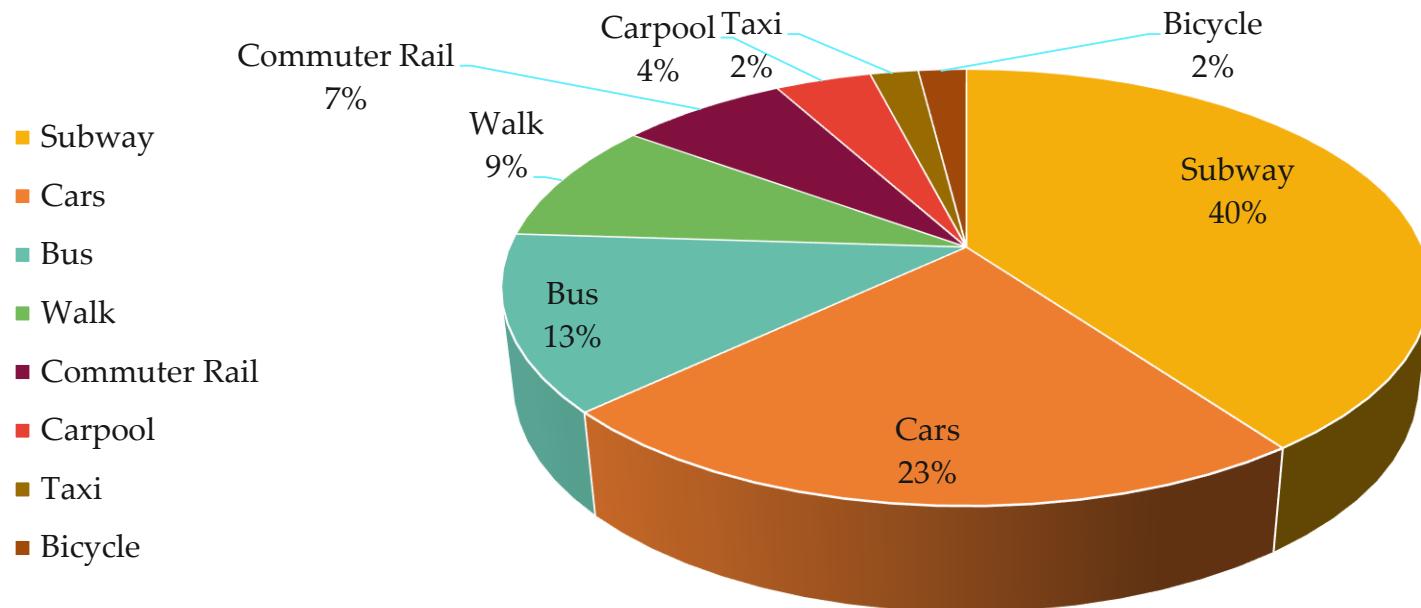






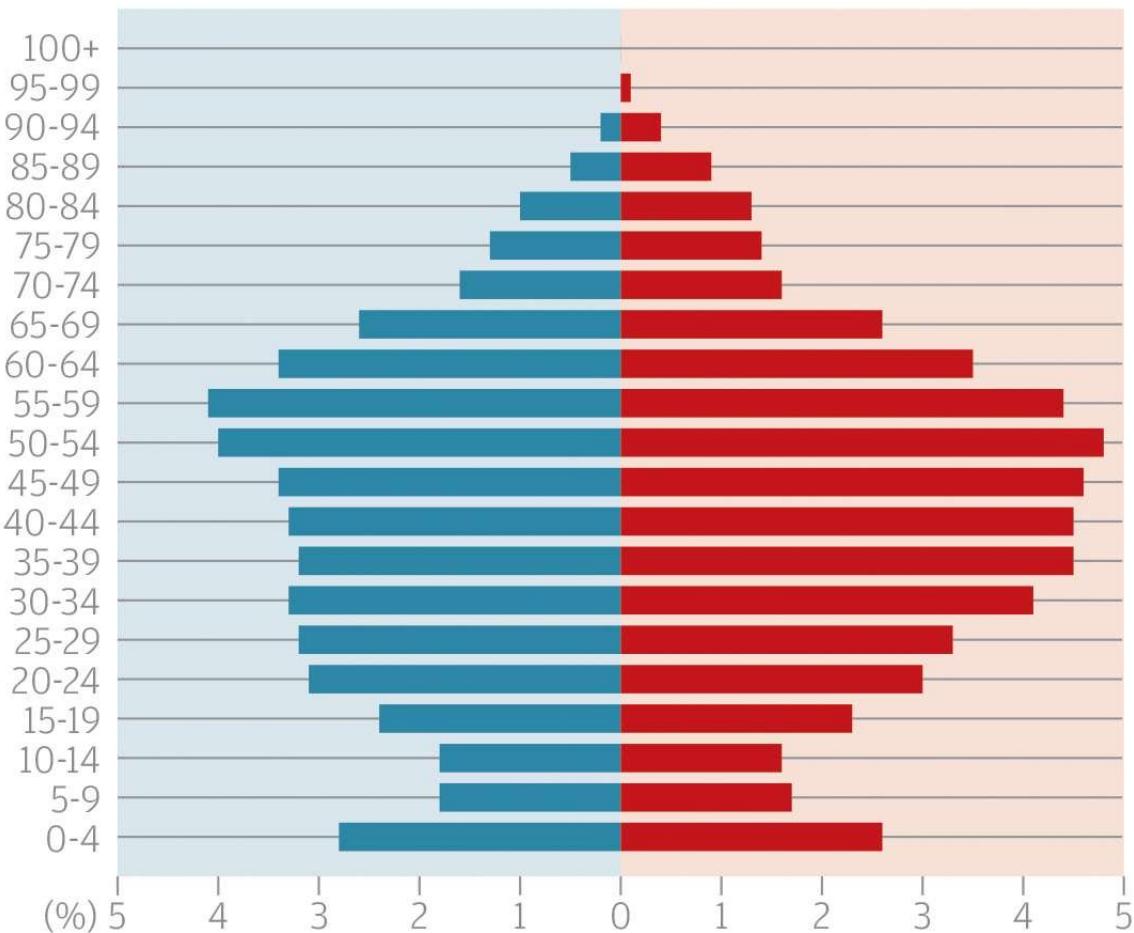
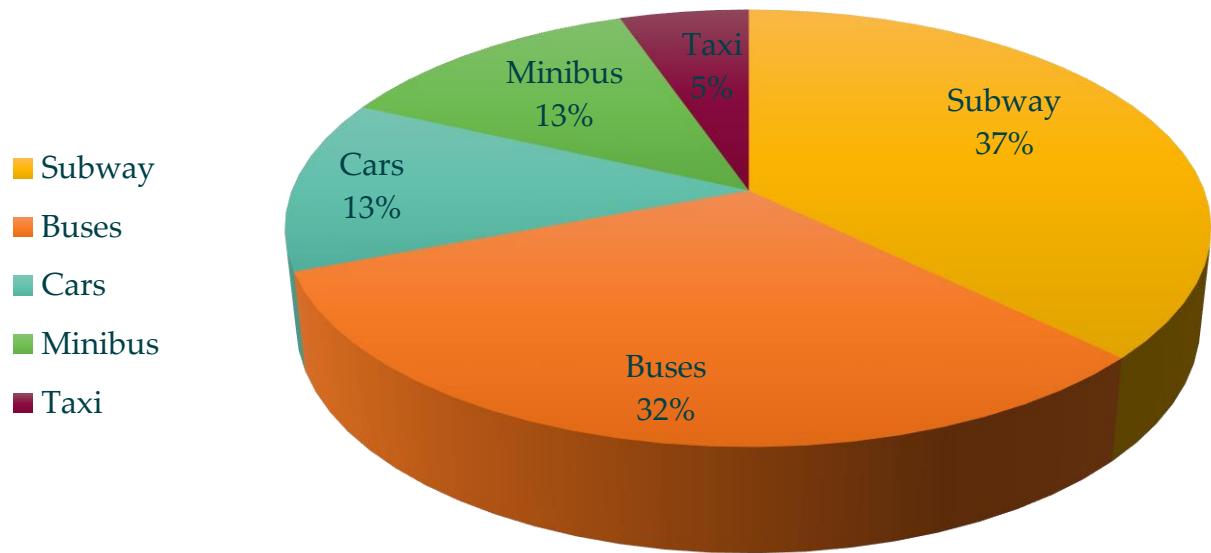
▶ CITY 1: BIG FORK CITY

- 9 million population with high automobile access
- 800 sq.km.
- Public Transport (pre-COVID)



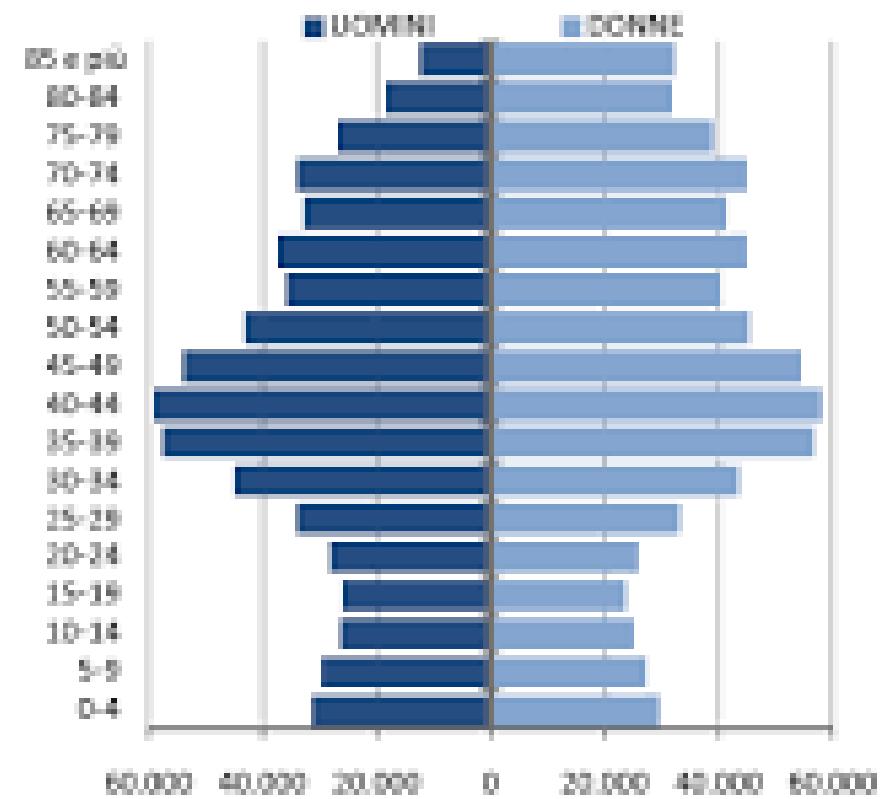
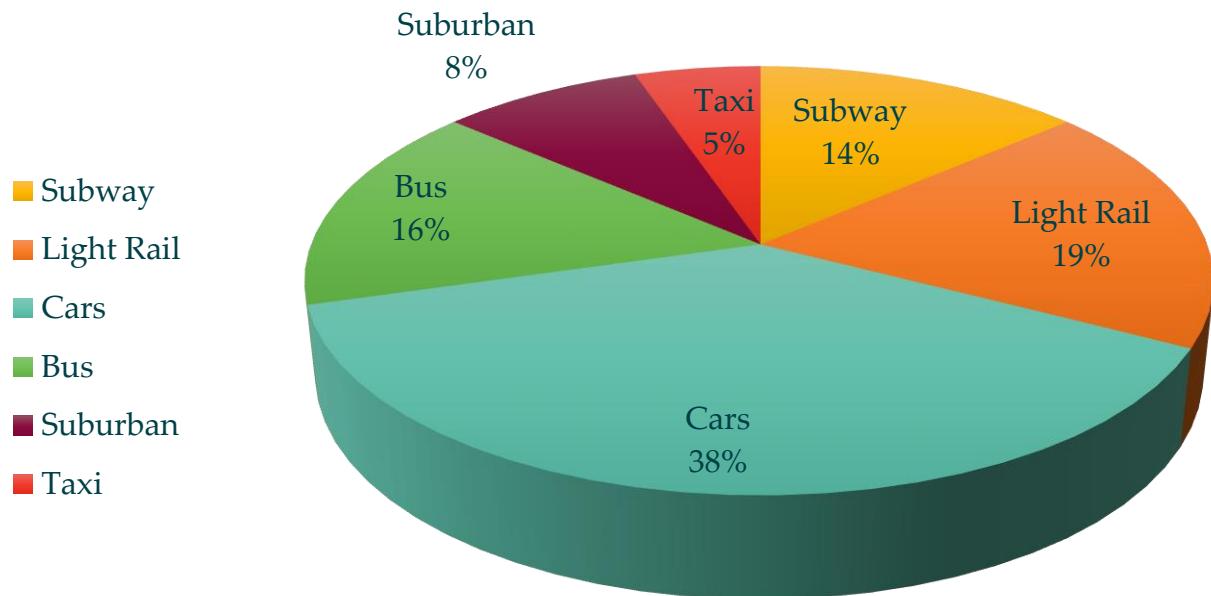
➤ CITY 2: SINGAKONG

- 7.5 million population with low automobile access
- 1000 sq.km.
- Public Transport (pre-COVID)



▶ CITY 3: THE BAR CITY

- 1.5 million population with high automobile access
- 200 sq.km.
- Public Transport (pre-COVID)



➤ POST-COVID MARKETING PLAN

- **Identify key commuter segments to target**
 - Gender sensitive
 - Age sensitive
 - Ability sensitive
 - Must address equity and social justice
- **The plan must contain policy measures, communication strategy, channels of communication, branding strategy, pricing strategy and social media strategy**
- **Reference visuals may be used (actual are not required)**
- **Should be able to summarise in 10-15 minutes**



QUESTIONS?



THANK YOU!

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