



11/06/2020

# Public Transport Marketing and Communications

UITP Online Course on Marketing and Communication in  
Public Transport

Santiago, Chile; 8-11 June 2020

Alok Jain, Managing Director, Trans-consult



@transconsult1



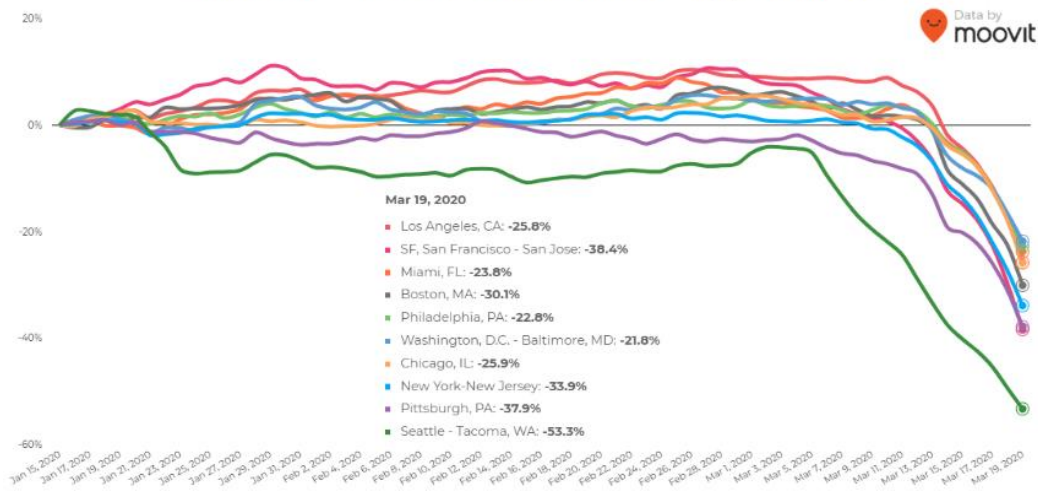
/transconsult1

# Introduction to The Workshop

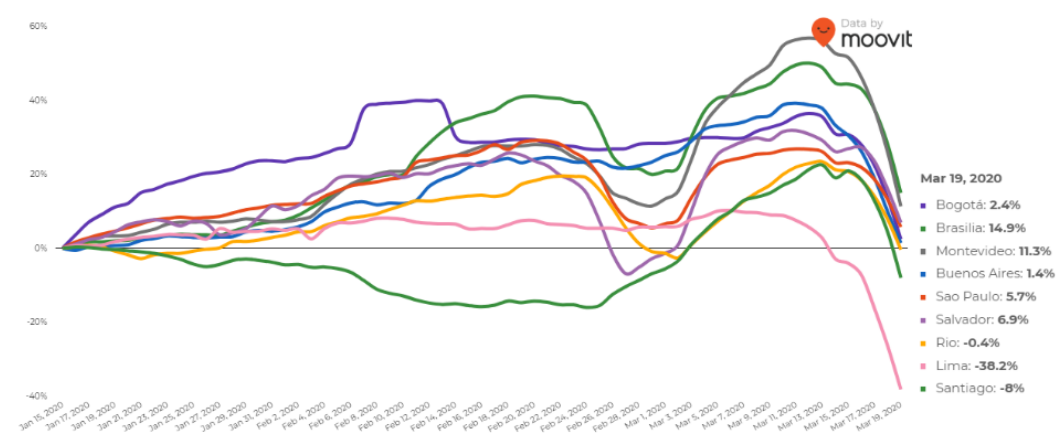
# COVID-19 AND TALE OF THREE CITIES

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

Coronavirus: Effect on Public Transit Usage In the US

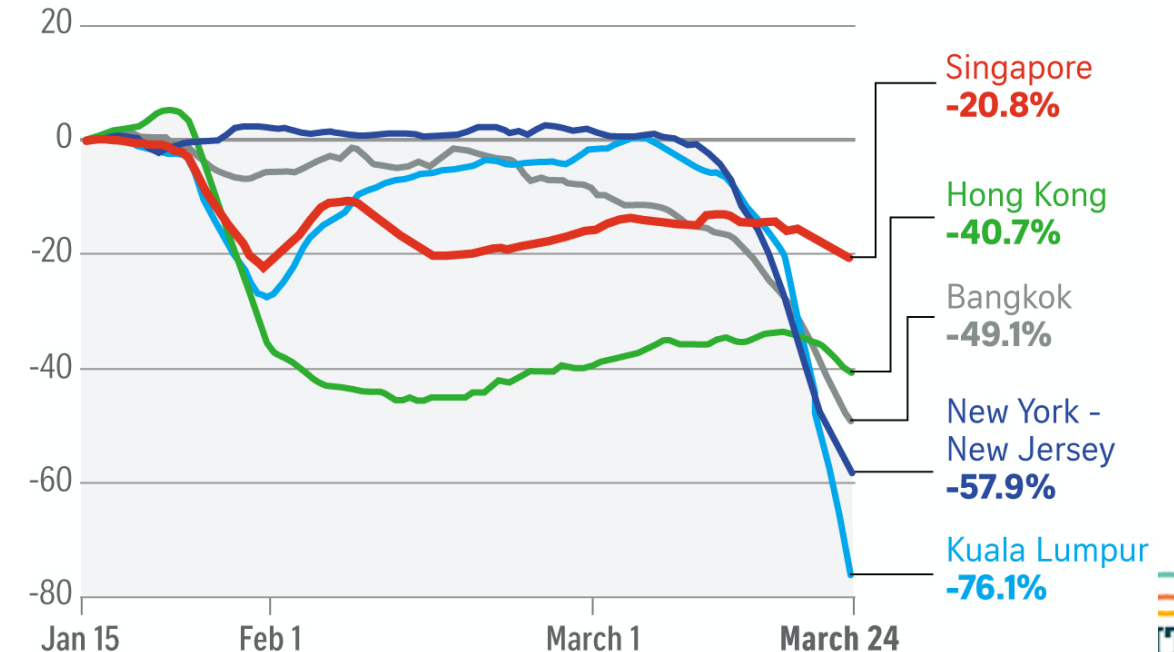


Coronavirus: Effect on Public Transit Usage in South America



## Impact of coronavirus on public transit usage

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

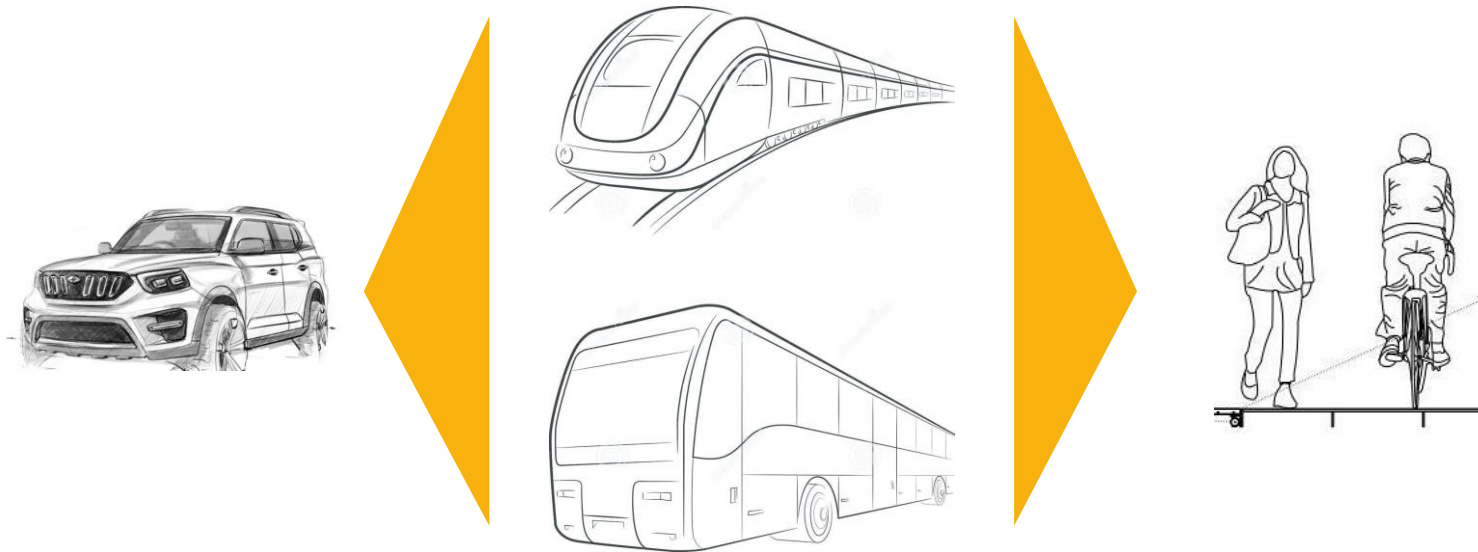


Source: MOOVIT STRAITS TIMES GRAPHICS



# ➤ COVID-19 AND TALE OF THREE CITIES

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



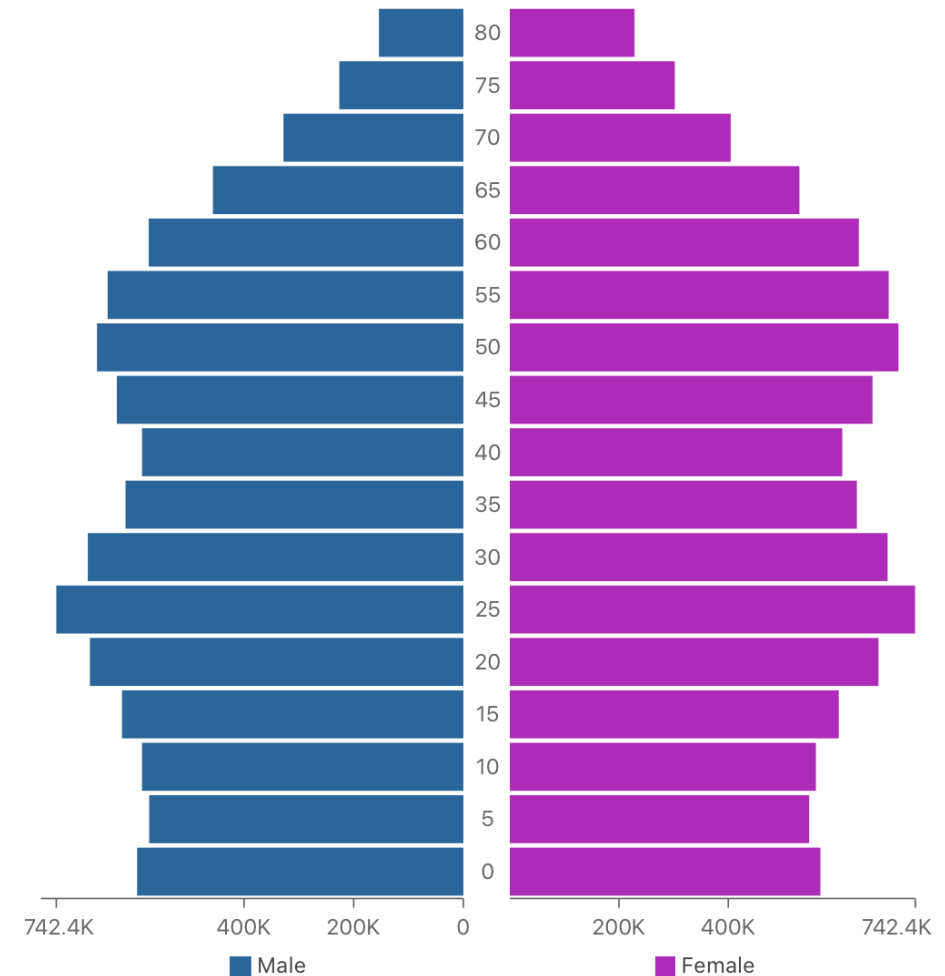
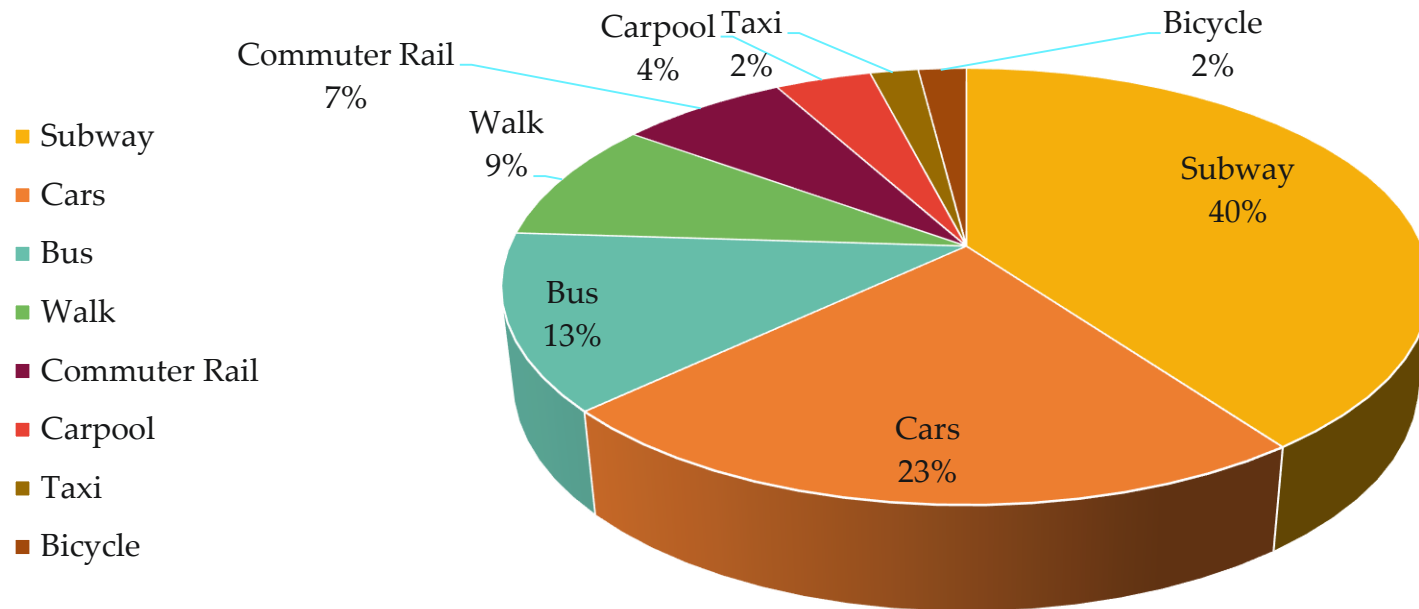






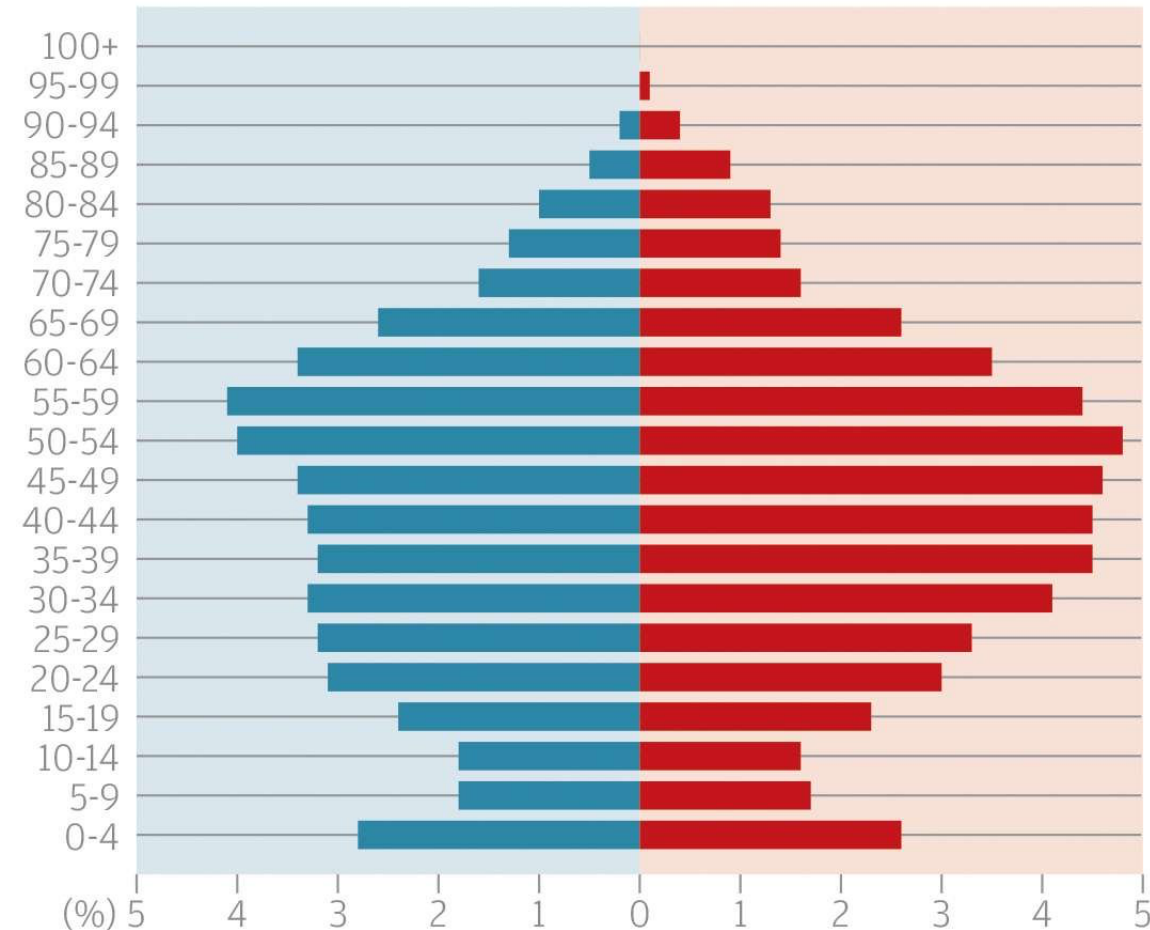
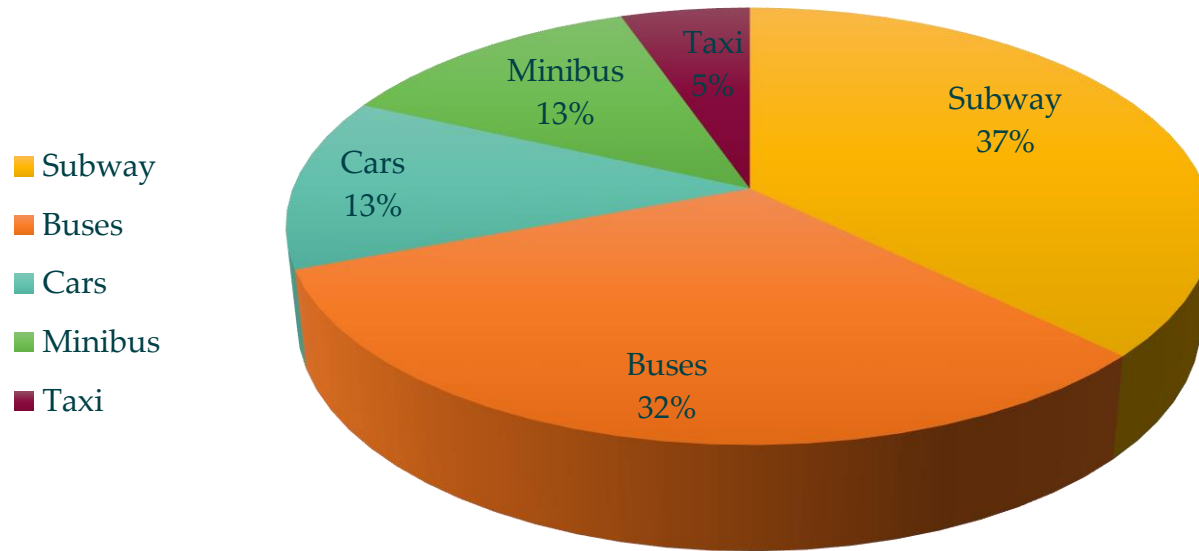
# > CITY 1: BIG FORK CITY

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



## > CITY 2: SINGAKONG

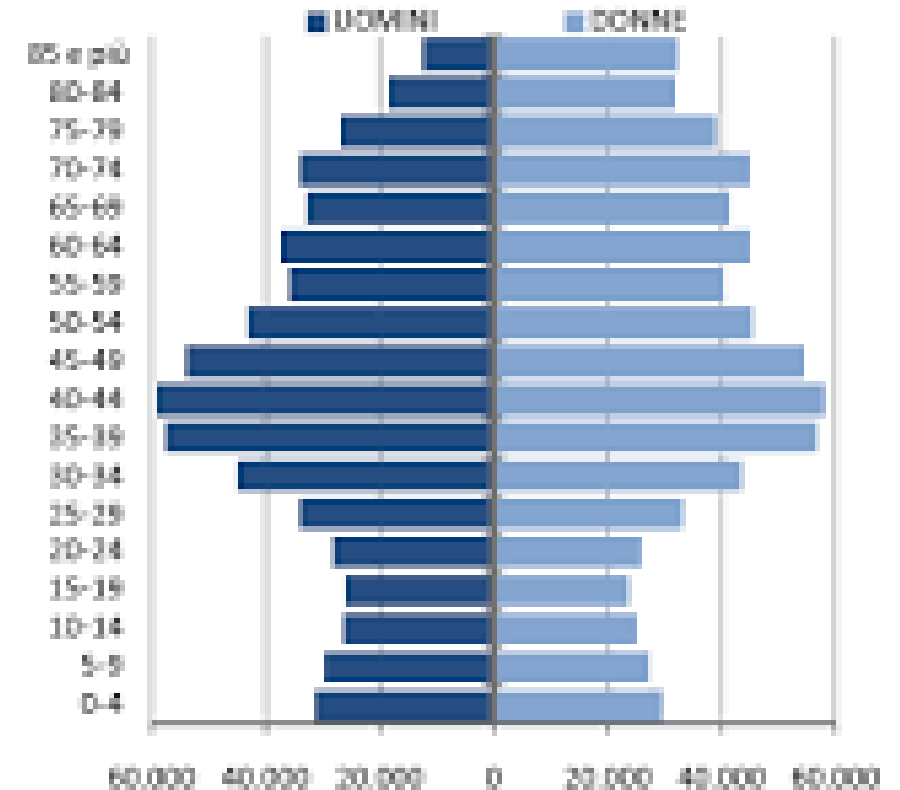
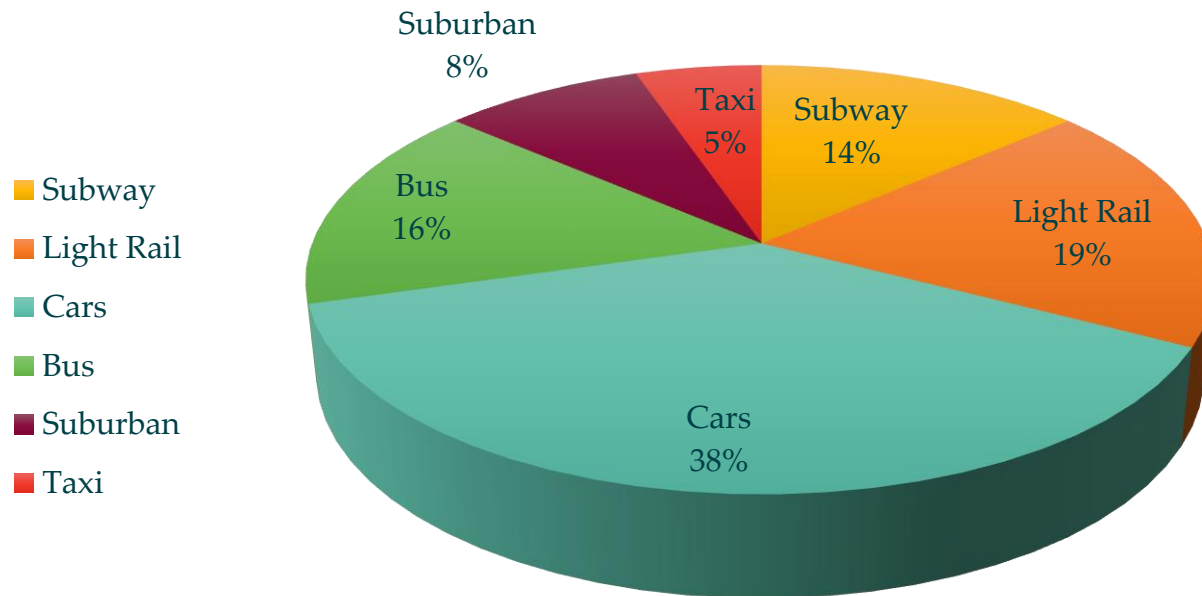
- 7.5 million population with low automobile access
- 1000 sq.km.
- Public Transport (pre-COVID)





# > 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!



**@alokjainhk / @transconsult1**



**alokjainhk / trans-consult**



**[www.transconsultasia.com](http://www.transconsultasia.com)**

