

CLIPPER[®]

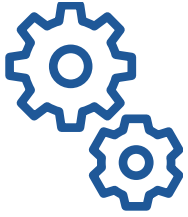
Next Generation Marketing and Communications Plan Overview

Clipper Executive Board

June 24, 2024



Introduction



In development since 2015...

Even with 95% satisfaction, the new system will address expressed needs and expectations of Bay Area users.

- ▶ Real-time value availability, see and use value immediately
- ▶ Ability to maintain multiple balances, manage others' cards
- ▶ Online discount card applications
- ▶ New payment option: contactless bank cards





Marketing Goals

- ▶ Build awareness of the next generation of Clipper
- ▶ Clearly convey next-generation features and benefits
- ▶ Increase preparedness for system changes
- ▶ Clarify benefits of investment in Next Generation System
- ▶ Instill confidence in Clipper to meet today's needs as well as its ability to evolve to meet future needs



Audiences (1/3)

GROUP 1: CUSTOMERS



- ▶ Existing
- ▶ General/New
- ▶ Visitors
- ▶ Seniors
- ▶ Youth (or parents)
- ▶ Caregivers
- ▶ Disabled individuals, Paratransit riders
- ▶ Spanish-, Chinese-, and Vietnamese-speaking riders



Audiences (2/3)

GROUP 2: STAKEHOLDERS



- ▶ Commission
- ▶ Section Directors and Other Staff
- ▶ Transit Agency Staff
- ▶ Transit Agency Board Members
- ▶ State Legislators



Audiences (3/3)

GROUP 3: PARTNERS



- ▶ Paratransit Operators
- ▶ Private Transportation Companies (e.g., bikeshare operators)
- ▶ Transit Benefit Providers
- ▶ Clipper Retailers
- ▶ CBOs
- ▶ Housing Developments
- ▶ Colleges and Universities
- ▶ Employers





Potential Challenges

- ▶ People who are currently happy with Clipper may resist change
- ▶ Customer confusion at login when account looks different
- ▶ Additional confusion at nuances and changes to the system
 - *Card balance no longer visible at card readers, e.g.*
- ▶ Limited direct access to customers, opt-in list only
- ▶ People may be confused about what acceptable payment methods





Marketing Approach



Style & Tone

- ▶ **Helpful:** Demonstrate knowledge and a willingness to educate people about Clipper features and functionality
- ▶ **Upbeat:** Be positive and eager to share the benefits of the new system
- ▶ **Inclusive:** Be of service to all members of the public
 - Facilitate a space to belong to as a member of a transit-riding community
 - Offer equal access to information among people with disabilities and limited English proficiency





Content Strategy

- ▶ Anticipate frequently-asked questions and customer challenges
 - *Provide customer education and information to resolve issues quickly.*
- ▶ Orient customers to new features through **imagery and videos**
- ▶ Publish a **mix of campaign messages** focused on the new system
 - *Include evergreen messaging promoting general Clipper benefits.*





Content Topics

▶ **Clip's Tips** educational videos

▶ **Additional Topics:**

- *Ways to check your balance*
- *Ways to add value*
- *New system features*
- *Clipper discounts*
- *Discounted transfers*
- *Benefits of Clipper card registration*
- *Auto-Reload*
- *Visitors' Guide to Clipper*





Messaging

- ▶ ***The next generation of Clipper: The same system, only better!***
 - *Add value and use it immediately*
 - *Manage multiple Clipper cards from one online account*
- ▶ ***More choices: Pay fares with a Clipper card, bank card or phone***
- ▶ ***Discounts: New transfer discount***
- ▶ ***Ride together: Travel as a group with Clipper mobile tickets***





Marketing Tactics (1/3)

- ▶ Transit Advertising (donated and paid)
 - *e.g., interior car cards, exterior bus ads, transit shelters, in-station digital signs*
- ▶ Additional Out-of-Home Advertising
 - *e.g., billboards (print or digital), kiosks (print or digital), broadcast radio, direct mail*
- ▶ Newspapers
 - *To reach in-language audiences and older adults*
- ▶ Paid Digital Advertising
 - *e.g., display ads, SEM/Adwords; streaming radio, video, TV*





Marketing Tactics (2/3)

▶ Organic Social Media

- *e.g., posts, stories, "Live" streaming video, Ask Me Anything (AMA), shares/retweets*

▶ Paid Social Media

- *Paid promotions, boosted posts, etc.*

▶ Clipper Outreach Ambassadors

- *e.g., pop-up or intercept events; partnerships with CBOs, accessibility and community advisory groups*





Marketing Tactics (3/3)

▶▶ Informational Videos

- *“Clip’s Tips” posted on Clipper website, social media networks, and partner channels*

▶▶ Media Relations

- *Press releases, media pitching, press conferences*

▶▶ Marketing Collateral

- *Brochures, palm cards, giveaways*





Transit Partnerships

- ▶ Extend reach through Bay Area transit agencies and other partners
- ▶ Provide Clipper Next Generation Launch Marketing Toolkits
 - Social media post content (post copy, image, link)
 - Webpage graphics
 - Electronic sign messages
 - Short and long newsletter articles for email marketing, websites and blogs
 - Printed collateral: brochures (Insider's Guide), outreach flyers/palm cards





Social Media Strategy (1/4)

▶ Social Media Goals

- Leverage social media networks (organic and paid) to increase awareness of next-generation Clipper launch.
- Increase **preparedness** for system changes via social media engagement to educate existing customers.
- Offer social media options for **customer service** comments and inquiries





Social Media Strategy (2/4)

- ▶ **Current Platforms:** Facebook, X, YouTube
- ▶ **New Platforms:** Instagram, Reddit

Reddit

- **Set up a Bay Area Clipper subreddit**
- Moderate customer service inquiries
- Encourage users to post to the Clipper subreddit to increase customer engagement and help disseminate credible Clipper information





Social Media Strategy (3/4)

- ▶ Offer **timely responses to social media comments**, manage Clipper online communities
- ▶ **Use hashtags** to index content topics and to generate interest
- ▶ Combine organic posts and paid advertising to widen reach
 - Place ads on Facebook, Instagram, X, YouTube and TikTok
 - Use **targeting strategies** to distribute content to diverse audiences





Social Media Strategy (4/4)

▶ Additional Tactics

- *Share videos*
- *Ask Me Anything (AMA) Sessions*
- *Facebook/Instagram Live*
- *Crowdsourcing*
- *Influencer Campaigns*
- *Tuesday Tips*
- *Friday Fun*
- *Online quizzes*
- *Share/retweet content from transit agencies*



Thank you!

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