Marketing and Communications Committee Meeting
Thursday, November 5, 2020
Proposed Agenda

I. Call to Order – Mark Toro, Chair
II. Approval of the Meeting Minutes for April 16, 2019
III. Approval of the Agenda for November 5, 2020
IV. ATL Regional Brand Architecture Update – Ericka Davis
V. Adjourn
Previously Implemented ATL Branding Efforts Under HB 930:

- ATL Logo & Brand Style Guidelines (JAN 2019)
- ATL Graphic Identity (print/publications) & Digital Platforms (web, social media) (JUL 2019)
- ARTP Branding Recommendation of Co-branding (AUG 2020)
- ATL Branding of MARTA buses (DEC 2018)
- ATL Branding of Xpress coaches (APR 2019)
- HB 511 Signed by Governor Kemp on August 5, 2020 (DEC 2019)
CO-BRANDING REVIEW

Co-branding is a strategic marketing and advertising partnership between two brands wherein the success of one brand brings success to its partner brand, too. Co-branding can be an effective way to build business, boost awareness, and break into new markets, and for a partnership to truly work, it must be a win-win for all players in the game.
New ATL Branding Decisions Driven by HB 511:

- **External Brand Strategy**
  - Position, brand, and identify the ATL as the brand of the collective regional transit network
  - Identify process to unify the ATL and fixed transit operators’ brands in compliance with the legislation.

- **External Brand Implementation**
  - Adoption by 2022
  - Rollout by 2023 Legislative Deadline
EXTERNAL BRANDING BENEFIT CONSIDERATIONS

➤ Clearly differentiate transit modes types and distinguishes ATL brand from fixed transit operators brands.

➤ Communicate consistency for services that extend beyond one county and/or beyond an individual transit operator.

➤ Increases ease of use for customers.

➤ Creates loyal customers with consistent delivery of branded services, regardless of transit operator.
A brand’s architecture is a way of organizing the different subsections of a larger brand. Brand architecture shows us how the sub-brands of a larger whole are organized, and how they all relate to each other. It can help a marketer see how to keep parts of a brand separate when needed, and also how to allow them to work together to boost one another in the marketplace. Here are the 5 common brand architecture org structures:
BRANDING ARCHITECTURE FRAMEWORK

A brand’s architecture is a way of organizing the different subsections of a larger brand. Brand architecture shows us how the sub-brands of a larger whole are organized, and how they all relate to each other. It can help a marketer see how to keep parts of a brand separate when needed, and also how to allow them to work together to boost one another in the marketplace. Here are the 5 common brand architecture org structures:
Endorsed Brands are less linked to the parent than sub-brands as they have unique names but uses elements from the parent as a discrete quality guarantee.
HYBRID

In reality, almost all companies use mixed brand portfolio strategies in at least one case, thus demanding a Hybrid Brand Architecture. One example is Amazon that have brands such as IMDB (House of Brands), Amazon Prime (Sub-brands) and A9 (Endorsed Brands).
## External Branding Architecture Asset Considerations

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Name</th>
<th>Brand Type</th>
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<tbody>
<tr>
<td>Transit Vehicle Assets</td>
<td>Fixed Transit Operator</td>
<td></td>
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<tr>
<td></td>
<td>buses, coaches, trains, para transit</td>
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<tr>
<td>Wayfinding</td>
<td>Regional Transit Signage</td>
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<tr>
<td>Print Publications</td>
<td>Fixed Operator Route</td>
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<td></td>
<td>Maps, Flyers, Hang Tags, Brochures, Stationary</td>
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<td>Mobile App</td>
<td>ATL Rides Mobile App</td>
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<td>Payment Solutions/Farebox</td>
<td>MARTA Mobile Ticketing, Breeze</td>
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<tr>
<td>Future Modes</td>
<td>Bus Rapid Transit</td>
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<tr>
<td>Funding Programs</td>
<td>GO! Transit Program</td>
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<tr>
<td>Capital Assets</td>
<td>Park and Rides, Stations</td>
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ATL BRANDING DECISIONS
KEY STEPS

- Determine the ATL Brand Benefits
- Determine the Brand Architecture of All Transit Providers
- Brand Plan Stakeholder Engagement
- Full Board Approval
- Publish Updated ATL Brand Guide
- Timeline for Rollout
DETERMINE THE ATL BRAND BENEFITS: What it tells the Customer

ATL Brand Benefits could consist of one, multiple or all the benefits provide below:

▪ Collaborative and connected approach to regional transit infrastructure planning and development
▪ Regional transit investment to maximize funding resources
▪ Service performance accountability for regional transit
▪ Unified wayfinding through regional signage

  o Communicates consistency for services that extend beyond one county/area and will be operated by multiple providers.
  o Increases ease of use for customers.
  o Creates loyal customers with consistent delivery of branded services.

▪ Seamless connected payment options (Mobile ticketing, Breeze)
▪ Seamless trip planning across fixed transit operators
▪ Universal transfers
DETERMINE THE BRAND ARCHITECTURE OF ALL TRANSIT PROVIDERS
*(the relationship between transit partner existing branding and the ATL brand)*

1. The How
   - Co-branding
   - Endorsed branding
   - Hybrid branding

2. The What
   - Logo symbol (operator colors)
   - Logo symbol (ATL colors)
   - Logo name (operator colors)
   - Logo name (ATL colors)
   - Logo name/symbol (operator colors)
   - Logo name/symbol (ATL colors)
3. The Where (uniform logo placement on operator assets)
   - All assets
   - Customer facing assets only:
     - Publicly accessed property (stations/park and rides)
     - Vehicles: buses, trains, vans, paratransit, cars
     - Digital (web/social media/apps)
     - Print/Publications and Signage
   - Specific customer facing assets only

4. The When
   - Schedule for Stakeholder Leadership Engagement
   - Schedule for Tentative Timeline
BRAND PLAN STAKEHOLDER ENGAGEMENT

► ATL staff/consultants facilitate transit partner engagement process

► ATL staff provides recommendation to MARCOMM Committee

► MARCOMM Committee Approval  MARCOMM Committee Transit Partner Leadership (i.e., Board-level/Peer) Engagement

  o Present MARCOMM committee approved recommendation
  o Obtain feedback on recommendation
  o Request transit partner cost estimates & timelines (staff level)
  o Develop transit partner cost and timeline approach as part of regional implementation plan/framework/policy recommendation

► Create Revised ATL Brand Guide to incorporate above
TENTATIVE TIMELINE

- **JAN/FEB 2021**: Partner Engagement Process Begins
- **MAR 2021**: Determine the ATL Brand Benefits
- **APR 2021**: Determine the Brand Architecture of All Transit Providers
- **MAY 2021**: Brand Plan Finalized with Partner Engagement
- **NOV 2021**: MARCOMM Committee Approval
- **DEC 2021**: Full Board Approval
- **JAN 2022**: Publish Updated ATL Brand Guide
THANK YOU.

QUESTIONS?
MARKETING & COMMUNICATIONS COMMITTEE

November 5, 2020