



MARKETING & COMMUNICATIONS COMMITTEE

November 5, 2020

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



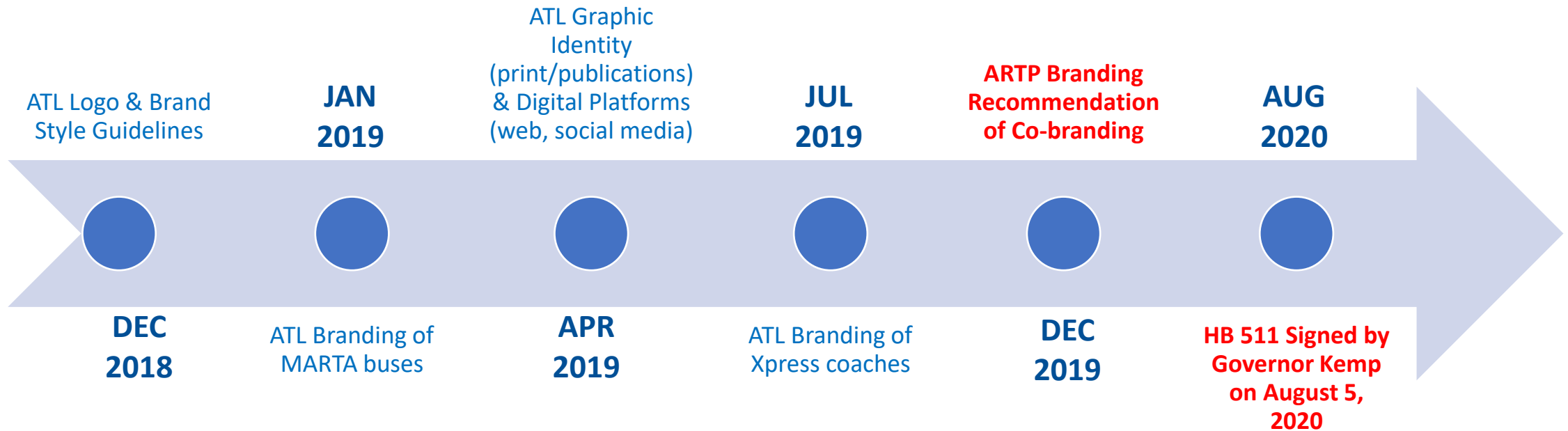
MARKETING & COMMUNICATIONS COMMITTEE UPDATE ON BRANDING

ERICKA DAVIS, Ph.D.

NOVEMBER 5, 2020

HB 930 ATL BRANDING HISTORY

► Previously Implemented ATL Branding Efforts Under HB 930:

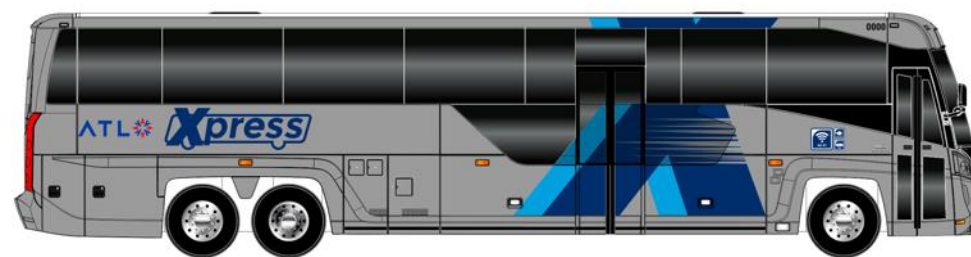


CO-BRANDING REVIEW

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.







HB 511 ATL BRANDING DECISIONS

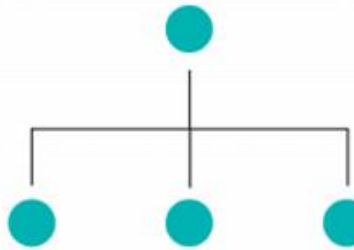
New ATL Branding Decisions Driven by HB 511:

- **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

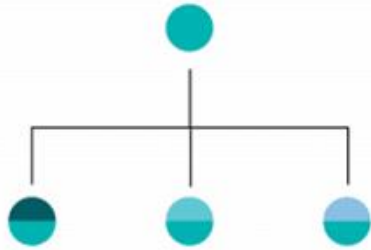
EXTERNAL BRANDING BENEFIT CONSIDERATIONS

- ▶ 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.

Branded House



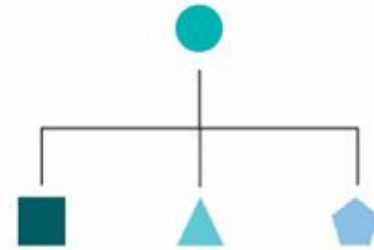
Sub-brands



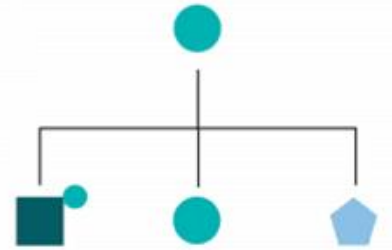
Endorsed Brands



House of Brands



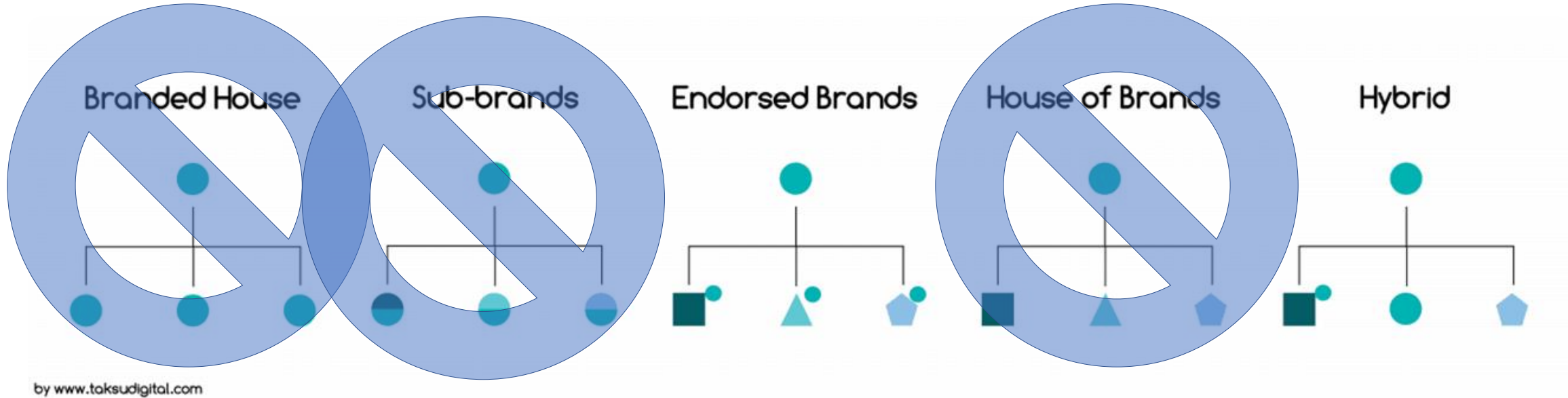
Hybrid



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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:



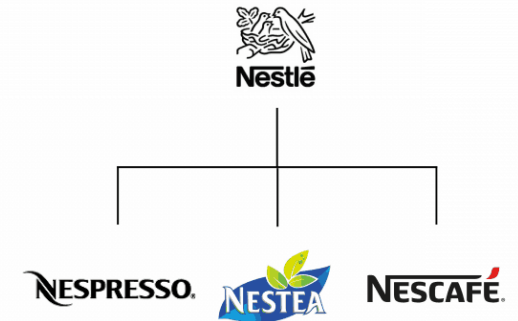
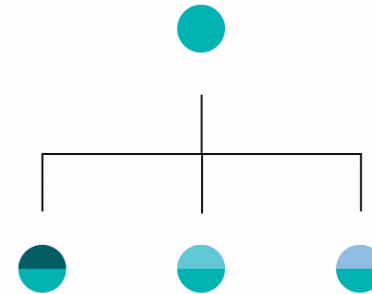
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ENDORSED

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.

Endorsed Brands Nestlé Endorsed Brands

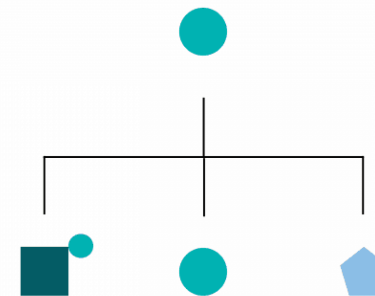


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HYBRID

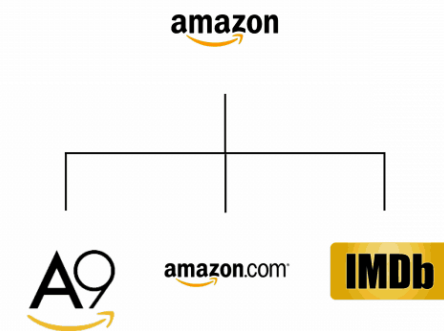
In reality, almost all companies use mixed brand portfolio strategies in at least one case, thus demanding a Hybrid Brand Architecture. One example is Amazon that have brands such as IMDB (House of Brands), Amazon Prime (Sub-brands) and A9 (Endorsed Brands).

Hybrid



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Amazon Hybrid



EXTERNAL BRANDING ARCHITECTURE ASSET CONSIDERATIONS

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



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

- Communicates consistency for services that extend beyond one county/area and will be operated by multiple providers.
- Increases ease of use for customers.
- 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)

Branding Architecture Examples



DETERMINE THE BRAND ARCHITECTURE OF ALL TRANSIT PROVIDERS *(the relationship between transit partner existing branding and the ATL brand)*

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

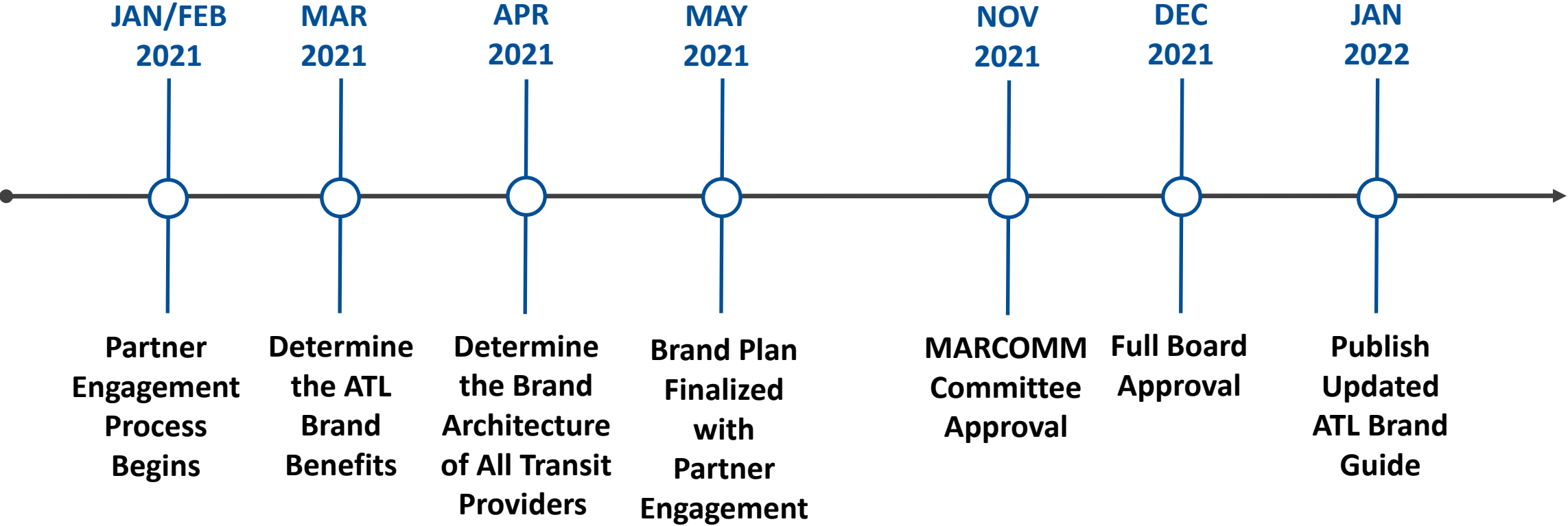
BRAND PLAN STAKEHOLDER ENGAGEMENT

- ▶ 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

- Present MARCOMM committee approved recommendation
- Obtain feedback on recommendation
- Request transit partner cost estimates & timelines (staff level)
- 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



THANK YOU.

QUESTIONS?





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