MARKETING & COMMUNICATIONS COMMITTEE

Mark Toro, Chair

January 6, 2022

Marketing and Communications Committee
Thursday, January 6, 2022
Proposed Agenda

I. Call to Order – Mark Toro, Chair

II. Approval of Minutes for March 4, 2021

III. Approval of Agenda for January 6, 2022

IV. Branding Architecture Recommendation – Ericka Davis – **Action Item**

V. Adjournment

# BRANDING ARCHITECTURE RECOMMENDATION

Ericka Davis, Ph.D.

January 6, 2022

ATL BRANDING KEY STEPS

- ✓ ~~Engage Partners~~
- ✓ ~~Identify Brand Benefits & Strategy~~
- ✓ ~~Determine the Regional Branding Architecture~~
- ✓ <mark>MarComm Approval</mark>
- ✓ Full Board Approval
- ✓ Develop Regional Branding Architecture Implementation Guidance & Communications Plan
- ✓ Publish Updated ATL Brand Guide
- ✓ Brand Rollout

ATL ✳

BRAND DEVELOPMENT PROCESS

RESEARCH → **KEY THEMES + ATL GOVERNING PRINCIPLES** → **CO-BRANDING ARCHITECTURE & IMPLEMENTATION**
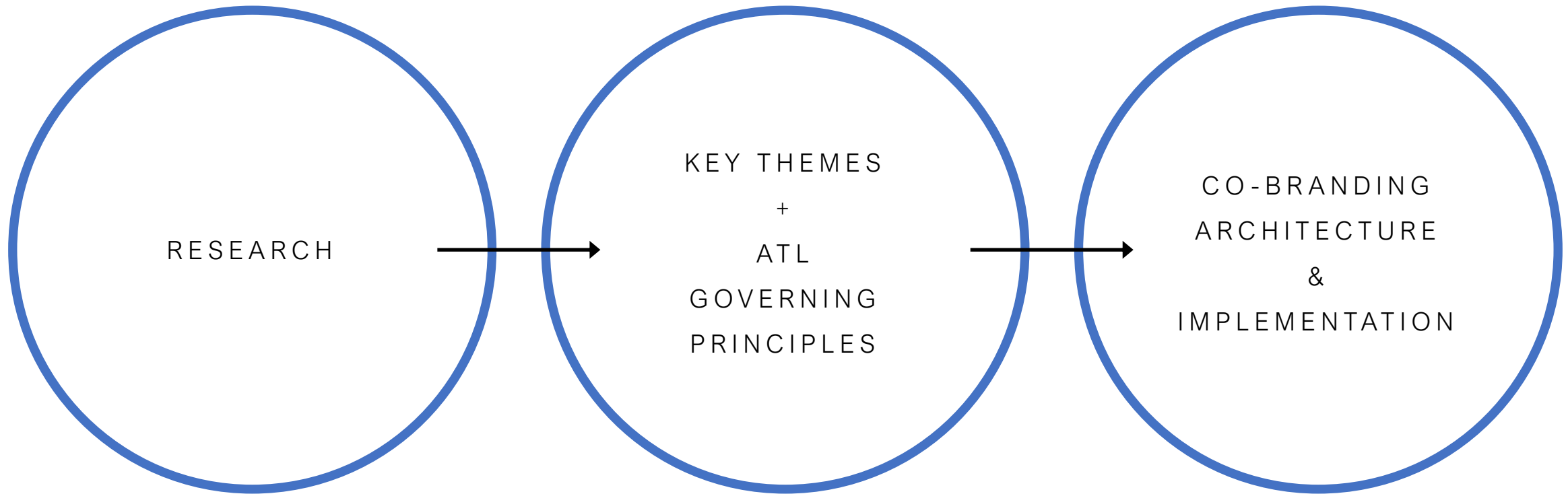
- Interactive Mural Sessions
- Guided Focus Group Discussions
- Operator Survey Research Data

- Audience Insight
- Brand Ideas
- Co-branding Design Concepts

- Brand Guidance for Operators
- Comms/Awareness & Rollout Plan

Overview:

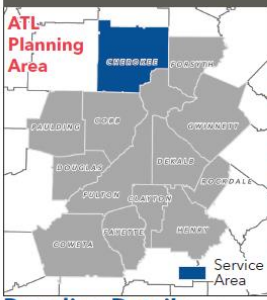- Informs the development of branding guides for each operator

- Establishes a baseline for future branding efforts with the ATL

- Public facing transit assets for branding consideration: Revenue vehicles

Status Update:

- Information collected from 8 of the 11 transit operators

- Additional coordination with GDOT required for the 3 operators receiving 5311 funds

GDOT & 5311 OPERATORS

- Coweta, Henry, and Paulding Counties receive 5311 funds (FTA formula grants for rural areas)

- GDOT purchases vehicles on behalf of the county

COBRANDING ARCHITECTURE UPDATE

Key findings from nine focus groups conducted in spring 2021:

- Importance of selling a "unified system"
- Looking to create greater connectivity amongst the operators
- **Funding is very important to accomplish a cobrand**
- Emphasis on working cohesively to enhance the experience
- Mobility and Access is a big deal

Brand Positioning Statement:

The Connector to the Atlanta Region's Future

"By expanding, integrating, and connecting transit in the Atlanta region, offering better rides, and providing cost-effective options – we connect people with opportunities. When we connect with each other, we have the power to improve the future for all."
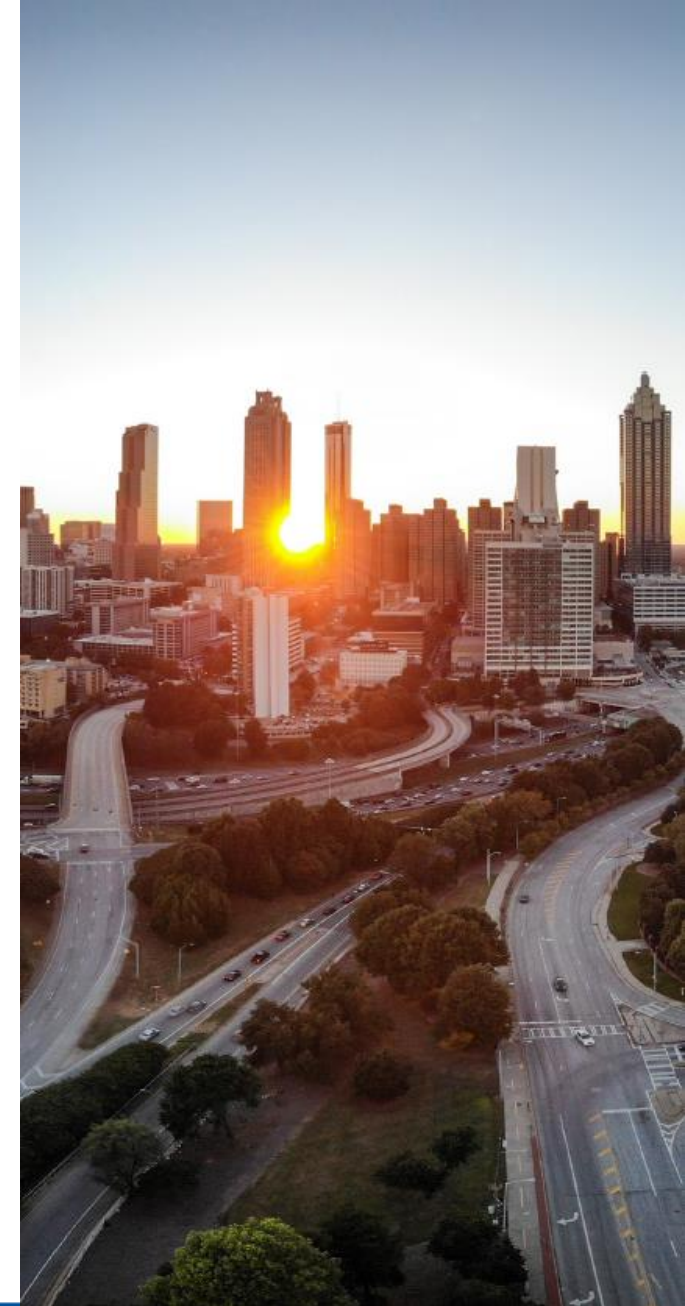
COBRANDING ARCHITECTURE RECOMMENDATION

- **For Transit Operators-** Incorporate transit operator preferred color palette into the cobranding on legislatively required vehicle assets.

- **For Common Regional Assets-** Incorporate kaleidoscope compass on common regional assets such as the ATL Rides app, Breeze fare media etc.
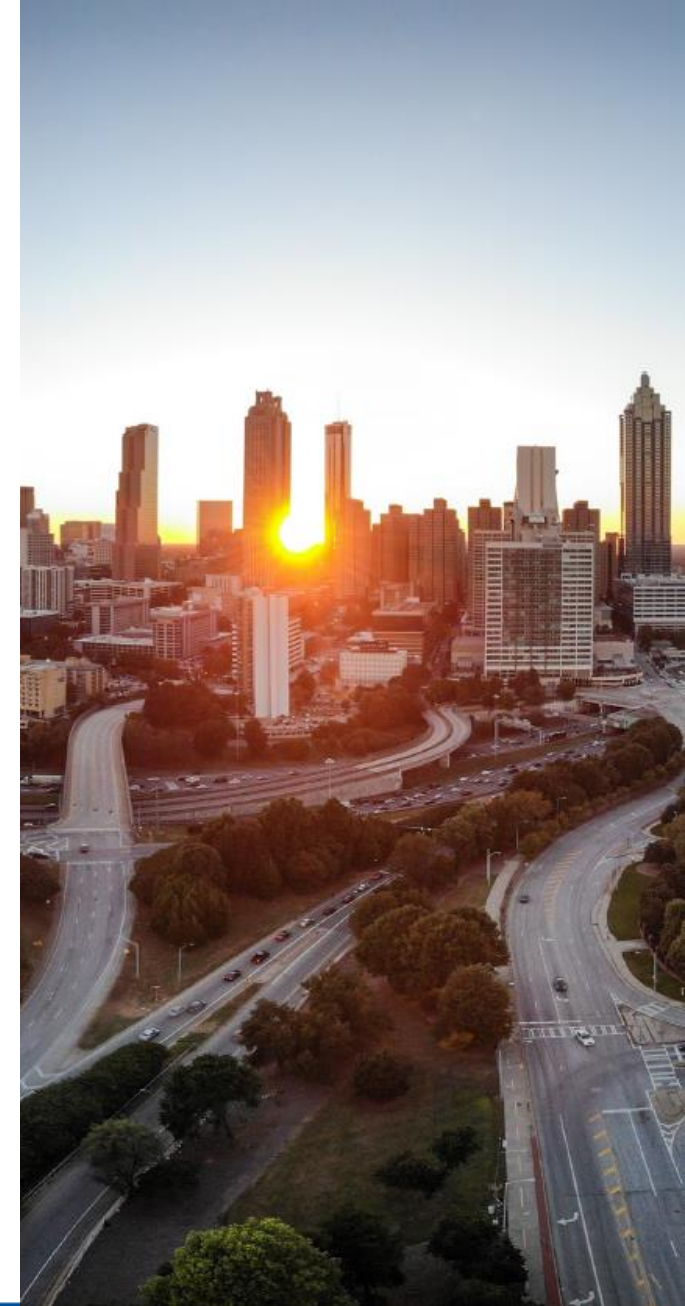
COBRANDING EXAMPLE

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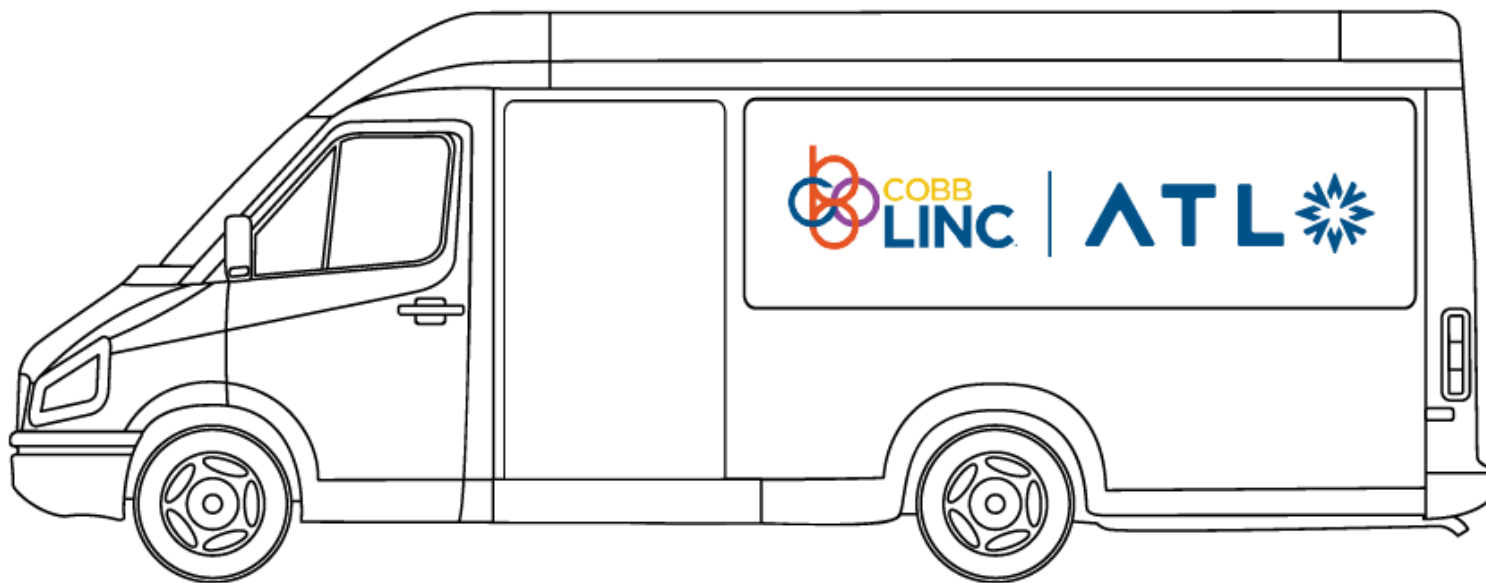
RESOLUTION FOR CONSIDERATION

- **For Transit Operators-** Incorporate transit operator preferred color palette into the cobranding on legislatively required vehicle assets.

- **For Common Regional Assets-** Incorporate kaleidoscope compass on common regional assets such as the ATL Rides app, Breeze fare media etc.
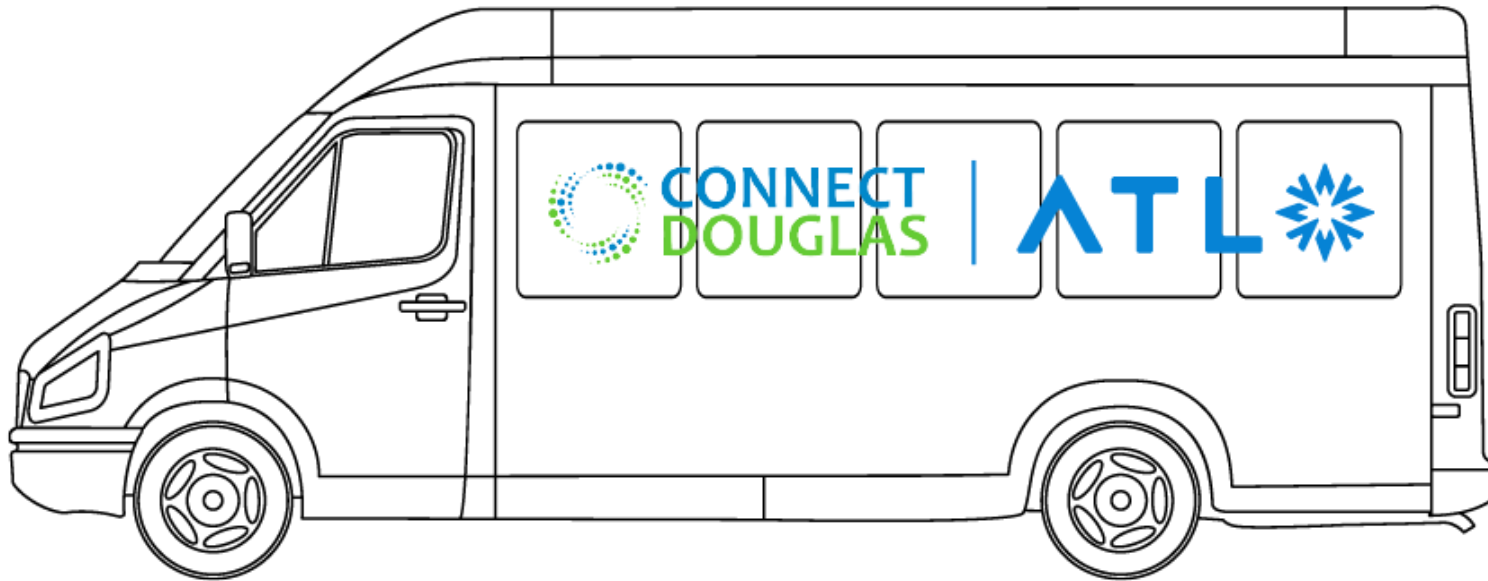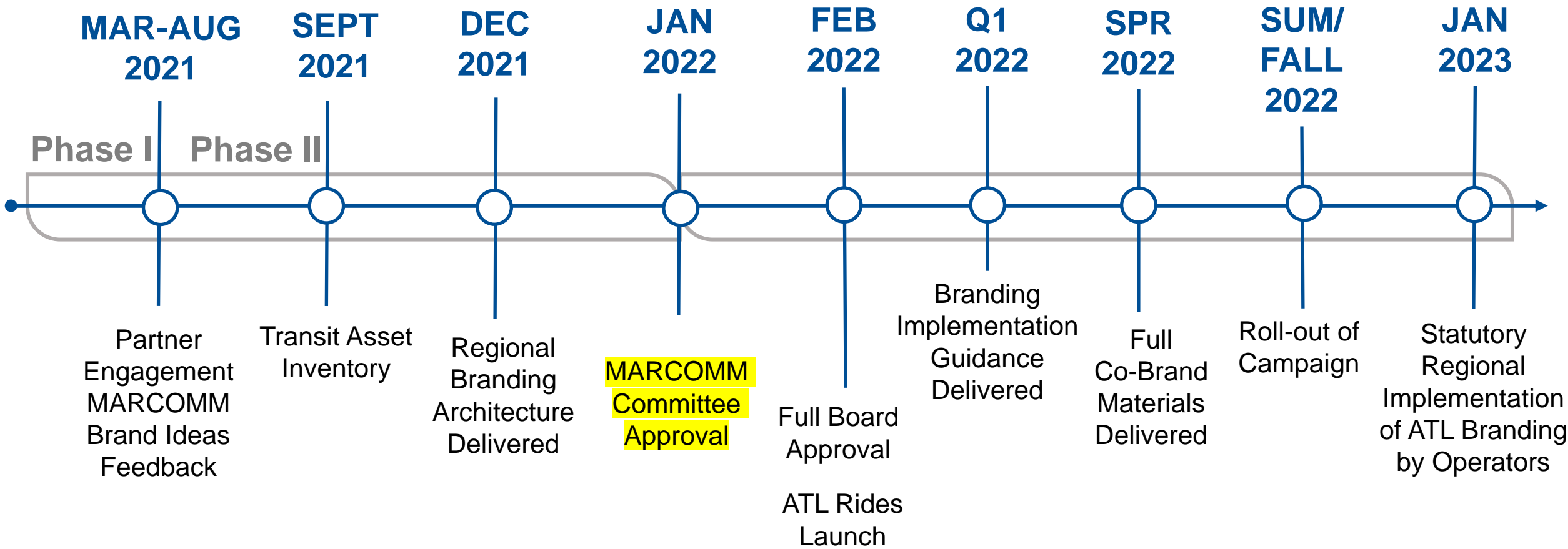
PROJECT TIMELINE

MAR-AUG 2021	SEPT 2021	DEC 2021	JAN 2022	FEB 2022	Q1 2022	SPR 2022	SUM/ FALL 2022	JAN 2023

Phase I | **Phase II**

Partner Engagement MARCOMM Brand Ideas Feedback

Transit Asset Inventory

Regional Branding Architecture Delivered

MARCOMM Committee Approval

Full Board Approval

ATL Rides Launch

Branding Implementation Guidance Delivered

Full Co-Brand Materials Delivered

Roll-out of Campaign

Statutory Regional Implementation of ATL Branding by Operators

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Thank you. Questions?