

Motorcoach Council Campaign Webinar

Get Motorcoachified™



Your presentation
will begin shortly.

“Building Consumer Awareness”

October 7, 2009



What is it? And what are they doing for our industry?

Mission:

“The Motorcoach Council is North America’s industry-wide initiative to promote public awareness about the availability, selection, usage and benefits of motorcoach transportation.”

It is *not* another Association with members, but a **“big picture”** **grass-roots marketing initiative** to promote and grow our industry.

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Milestones: 18-Month Update

- ◆ **Established an *Operator Driven* 9-Member Industry Board of Directors**
(Six operators plus ABA, UMA, and IMG)
- ◆ **Developed a Strategic Plan**
(posted on www.MotorcoachCouncil.org B2B website)
- ◆ **Incorporated in State of Kansas**
- ◆ **Filed for 501 [c] 6 Non-profit status**
(application pending)

Milestones: 18-Month Update

- ◆ ***Created awareness and support within our industry of the need for a consumer-facing public awareness campaign effort to promote our industry as a whole.***
- ◆ Conducted an RFP effort to identify a national Marketing/Advertising/PR Agency to partner with the Council
- ◆ Selected and hired “Finelight” Ad Agency who created “Coaches Unite” campaign to generate momentum *within* industry (Disengaged from Finelight Spring 2009, due to funding deficits).
- ◆ Launched “B2B” industry website www.MotorcoachCouncil.org



Milestones: 18-Month Update

Raised \$260k+ in ‘seed money’ donations through a “Founding Partners Program” attracting industry leaders:

- ◆ Sixty-six (66) Motorcoach Operators
- ◆ More than twelve (12) Industry Suppliers
- ◆ Four (4) Primary Coach Manufacturers:



PREVOST

SETRA



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Milestones: 18-Month Update

◆ Three (3) National Associations:



◆ Seven (7) Major Regional Bus Associations:

- ◆ California Bus Association
- ◆ Florida Motorcoach Association
- ◆ Greater New Jersey Motorcoach Association
- ◆ North Carolina Motorcoach Association
- ◆ South Central Motorcoach Association
- ◆ Tennessee Motorcoach Association
- ◆ Virginia Motorcoach Association
- ◆ and growing...



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Milestones: 18-Month Update

- ◆ **Hired Professional Marketing / Creative Development Team**
 - ◆ Engaged **IDEAS @ WORK, Inc.** marketing consultants
 - ◆ Conducted in-depth interviews with industry leaders: diverse base of Operators, from different geographic areas, as well as association leaders

Identified a common theme industry-wide:

*We seem to have an Inferiority Complex relative to other transportation modes, we lack an **identity**, and we do not appear consistently on the “transportation radar screen”....*

- ◆ **Drafted Strategic *Marketing Plan***
(strategies, on a shoe-string budget)

Milestones: 18-Month Update

- ◆ Hired “Zeto Creative” agency, www.zetocreative.com
- ◆ 15+ years branding, advertising and design experience
- ◆ Local, regional, and national experience with both ‘for profit’ and ‘not-for-profit’ sectors
- ◆ Campaign brand managers

Zeto’s Extensive Client List includes:

National Kidney Foundation
Verint Video Intelligence Solutions
Houghton Mifflin Harcourt Publishing
And many more!



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Challenges for Zeto Creative

- ◆ **Fragmented industry:** stakeholders in different regions, providing different services (charter, tour, line-run, sightseeing, etc. with different values that are important to them). **Find something that resonates with all markets** and demographics (luxury, comfort, value, environmental)
- ◆ Develop a highly flexible, **modular** campaign with an over-arching, **consistent theme** that can plug in various messages
- ◆ Develop a short and snappy, memorable tagline that can rise above the noise & clutter of advertising messages consumers see each day
- ◆ Campaign graphics to complement and be integrated into individual operators' existing brand/image
- ◆ Design graphics that work effectively on all coach makes and models

Milestones: 18-Month Update

Held 1st Annual Motorcoach Council Marketing Meeting, Denver, CO (July 8-10, 2009).

- ◆ 35 industry representatives attended; suppliers, coach manufacturers, national associations and operators from every region of the U.S.A.
- ◆ **Zeto Creative presented two campaigns:**
 - “ Discover the Motorcoach Difference ”
 - “ Get Motorcoachified ”

Discussed rationale and research behind the campaign.
how each could be carried out through a Bus Wrap Program
as well as through a strong internet presence and eventually
the use of traditional media.

Nearly unanimous vote for **Get MotorcoachifiedSM.com**

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You Are Now “Up to Speed”... Let’s Move Forward as an Industry

“This is about a Consumer Campaign, *not* about the Motorcoach Council.”

- Vic Parra, CEO, United Motorcoach Association

- ◆ Campaign built of **grass-roots participation**, not *membership*
- ◆ Open to **all operators**, large and small, throughout the United States and Canada

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Birth of an Education Outreach Campaign



Secured Our “Space” on the Internet With Multiple Domains

Initial main consumer website is www.GetMotorcoachified.com

Also own:

- Motorcoachified.com
- Coachified.com
- GetMinicoachified.com
- Minicoachified.com

And even...

- GetMiniBusified.com
- MiniBusified.com
- AndBusified.com

As well as...

- WhyMotorcoach.com
- ThinkMotorcoach.com
- DiscoverMotorcoach.com
- WeDriveYouThere.com

And many others
intended to be used over
time to promote our
industry!

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Additional Campaign Challenges

- ◆ Few Americans know what a “motorcoach” is, what the word means, and more importantly, what it means to travel via motorcoach.
- ◆ Because the majority of North Americans are not aware that motorcoaches exist as a convenient transportation option, **the brand message** must be delivered in a **clear, concise** and manner.

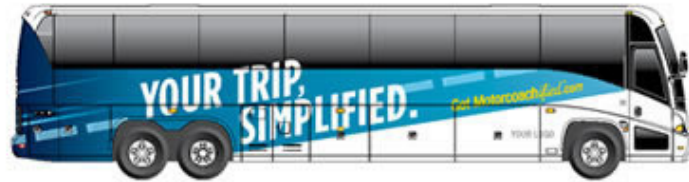
Get MotorcoachifiedSM.com

Unique Brand Identifier
Owned By Our Industry

- ◆ Uses the word “Motorcoach” – critical for the consumer to realize that the word exists and it means something specific, and to begin using it.
- ◆ “Get” is the call to action for the consumer to find out more, or to interact and experience motorcoach travel first-hand.
- ◆ “ified” is what happens when you experience motorcoach travel; the experience affects and transforms you in positive (fun) ways.
- ◆ “Motorcoachified” is a word that our entire industry can take ownership of... this newly-coined word separates us from all the noise the consumer is assaulted with every day.

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- 💡 **Hard to forget** once heard. Edgy, catchy, **attention-getting**, aimed at **younger consumer** (our future customer base), aimed at getting noticed in a world overrun with competing marketing messages
- 💡 **Adaptable** to the many segments of our industry (charter, tour, commuter, line run, sightseeing, shuttle, etc.)
- 💡 **Adoptable** by all companies, big and small, as well as by all industry groups, such as Trailways, Grayline, IMG and others
- 💡 Campaign meant to **supplement** and **complement**, not replace, **existing marketing efforts** done by individual operators, associations, etc.

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Official Definition

Mo-tor-coach-ified. Verb.

To be transformed by the ultimate road travel experience as you discover the unexpected luxury, value, state-of-the-art technology and amenities, comfort, convenience, and environmental efficiency of motorcoach travel.

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Bus Wraps...

Our Initial Medium of Choice

- ◆ Financial Limitations – so let's use our own '**Rolling Billboards**' to get our messages out there initially
- ◆ Approximately 3,400 Bus Operators in USA
- ◆ Approximately 35,000 buses on the road today
- ◆ They are **highly visible**

Think... “Multi-Million Dollar” advertising campaign possible, and at our fingertips

One operator is being paid \$10K per month, per wrapped coach to display bottled water ad.

Even in smaller demographics markets bus side / rear ad space goes for several hundred to several thousand dollars per month.

“**Do the Math**” regarding the “**value**” of our vehicles used as rolling billboards!

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Campaign Strategy

Our national advertising/public awareness campaign will utilize as many of the 35,000 motorcoaches as possible – known as “rolling billboards” – in our fleets to promote the many benefits of motorcoach transportation, using bold, attention-grabbing graphics and catchy phrases designed to amuse, intrigue and build consumer familiarity with the term “motorcoach.”



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Creative Campaign Slogans

- ◆ More than twenty (20) **lapel-grabbing slogans** developed for the campaign...so far.
- ◆ Intended to **educate the consumer** about the comfort, convenience, practicality, value and environmental benefits of luxury motorcoach transportation.

55 FEWER CARS OUTSIDE. Get Motorcoachified.

CARPPOOLING, MULTIPLIED. Get Motorcoachified.

GROUP TRAVEL, SIMPLIFIED. Get Motorcoachified.

GROUP TRAVELERS, SATISFIED. Get Motorcoachified.

MEMORIES BEING MADE INSIDE. Get Motorcoachified.

YOU RELAX WHILE WE DRIVE. Get Motorcoachified.

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HYBRID CAR BENEFITS, MULTIPLIED. Get Motorcoachified.
RECLINING SEATS & WI-FI INSIDE. Get Motorcoachified.
RELAX & ENJOY THE RIDE. Get Motorcoachified.
SATELLITE TV & WI-FI INSIDE. Get Motorcoachified.
SIGHTSEEING, SIMPLIFIED. Get Motorcoachified.
YOUR COMMUTE, SIMPLIFIED. Get Motorcoachified.
YOUR GROUP, YOUR RIDE. Get Motorcoachified.
YOUR TRIP, SIMPLIFIED. Get Motorcoachified.
GREAT VALUE, LUXURIOUS RIDE. Get Motorcoachified.
ATHLETES WARMING UP INSIDE. Get Motorcoachified.
COMMUTING, SIMPLIFIED. Get Motorcoachified.
FRIENDSHIPS BEING MADE INSIDE. Get Motorcoachified.
GREAT VALUE, NICE RIDE. Get Motorcoachified.
GREEN TRAVEL, SIMPLIFIED. Get Motorcoachified.
GETTING BUSINESS DONE INSIDE. Get Motorcoachified.


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Campaign Bus Wraps Hit The Road

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Voigt's, September 2009



“The campaign’s witty marketing approach was intentionally designed to contrast the serious nature of traffic and surface congestion and the overall hassles of traveling by other modes of transportation – plane, train or personal auto.”

- Lisa Conner, Creative Director, *Zeto Creative*

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55 FEWER CARS
OUTSIDE.

Get Motorcoachified.com

RAMBLIN EXPRESS
Motorcoach Charters

MOTORCOACH INDUSTRIES

302-JPF

Graphics by
Turbo
IMAGE
800.219.8872

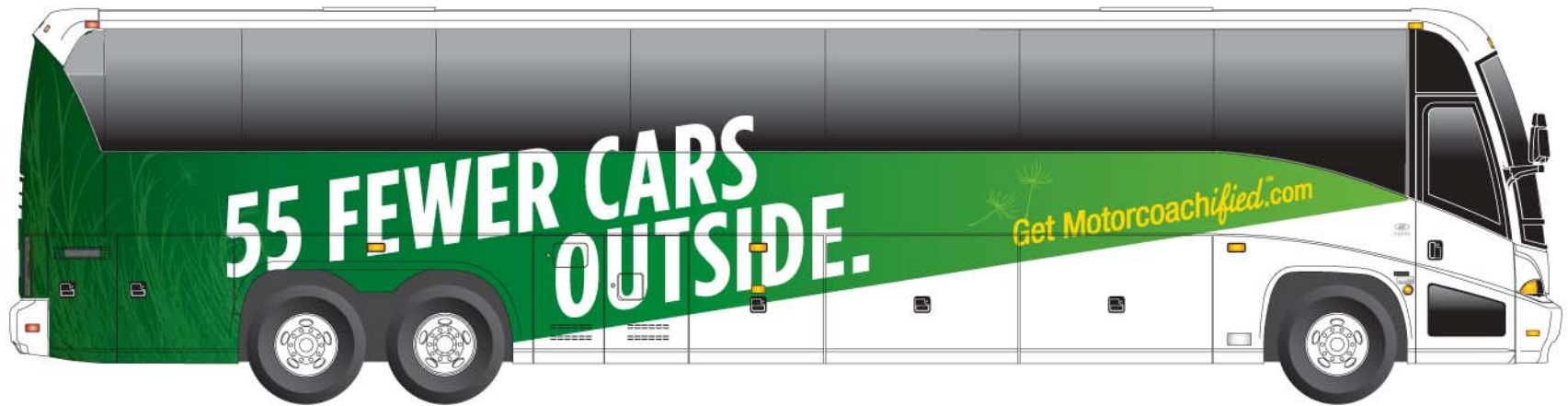
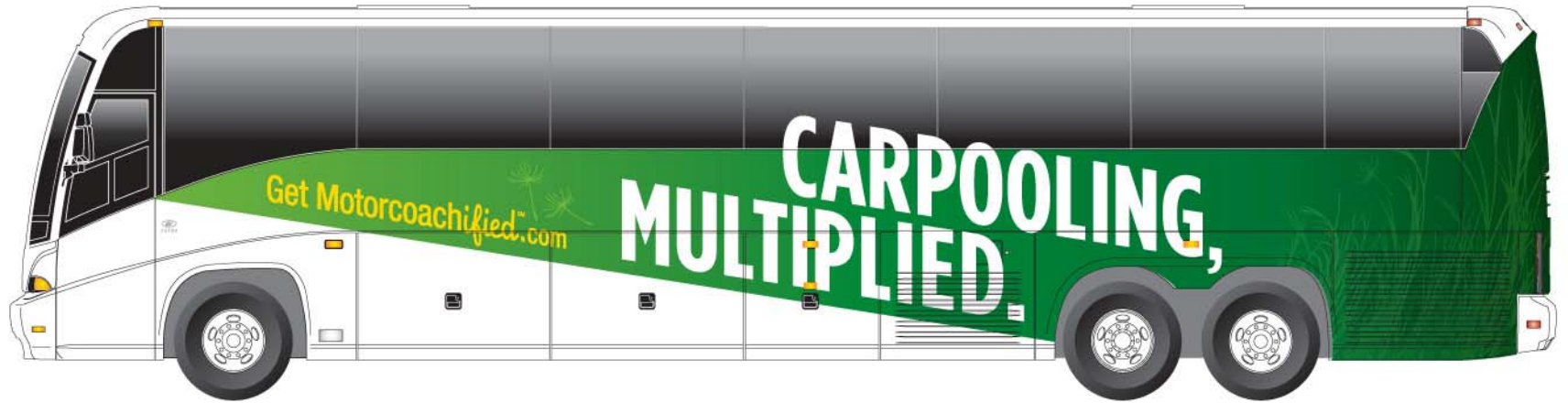
BUS CHARTERS ↓

“Bold, dynamic typographic designs emphasize the words themselves, while the simple, vibrant, iconic graphics were designed to ensure visual scalability and adaptability across different mediums – from vehicle wraps, to print and web/interactive media channels.”

- Scott Kessler, Creative Director, *Zeto Creative*

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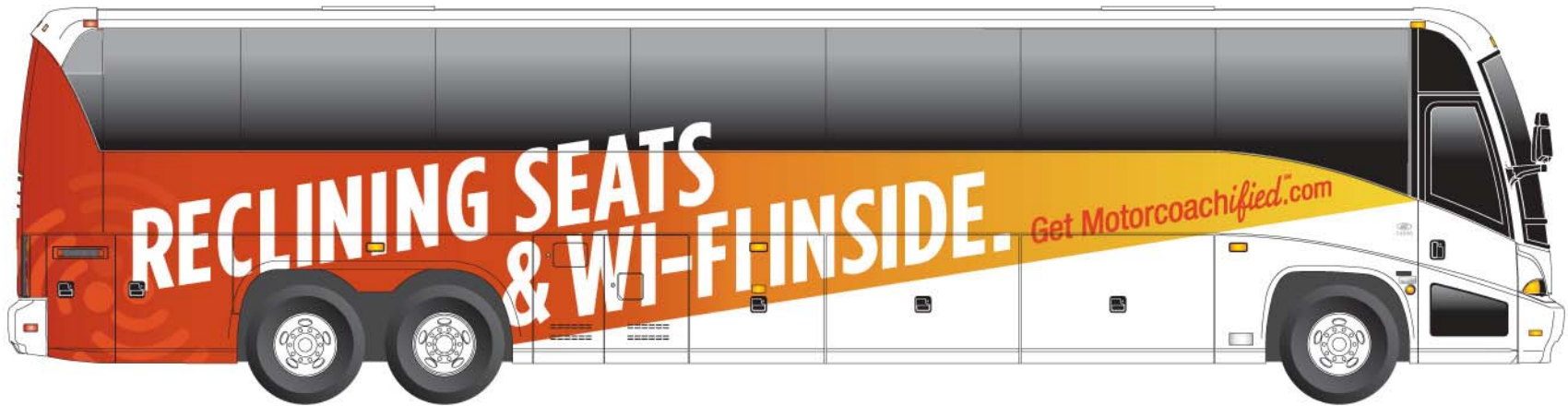
Sample Full Bus Wraps



*May be placed on any 35' or longer Motorcoach,
1998 model year or newer!*

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Sample Full Bus Wraps



*May be placed on any 35' or longer Motorcoach,
1998 model year or newer!*

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Sample Rear Wraps (Caps)



*May be placed on any 35' or longer Motorcoach,
1998 model year or newer!*

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Sample Rear Bumper Wraps

Approximately 6-feet long!



May be placed on any 35' or longer Motorcoach, 1998 model year or newer!

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Early Adopters: First Campaign Buses



While we no longer allow company logos on side windows, you can still customize the back of a full wrap



“Arrow Stage Lines is proud to be part of the ‘Get Motorcoachified’ campaign. We are looking forward to the positive effect this campaign will have on our industry as a whole and honored to be one of the Founding Partners.”

*- Luke Busskohl,
Arrow Stage Lines*



Operator identity within designated zone.

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FAQ:

Can We Use Our Own Company Colors?

Yes, you may choose to change the dark background color to your own, subject to approval by the Motorcoach Council.

- ◆ Request mock-up through Licensed Graphics Vendors
- ◆ Additional design fees *may* apply
- ◆ Gradient color blend, and consistent use of subtle graphical icons required

Color Palette: Two Schools Of Thought. Which Is Right For You?

◆ Custom Colors

“I want the campaign to reflect my company’s current branding colors and identity and wish to use the campaign wraps as an extension of our company’s current look and feel.”

◆ Standard Campaign Colors

“I want to break away from our normal color palette and use bold, bright colors *not* associated with our company so that our bus wraps really stand out on the road, get attention and break through the mundane messages the consumer views each day. I want wrap graphics that are different – graphics that are bold, vibrant and eye catching.”

It’s the graphic vendor’s job to ascertain the goals and objectives of each customer, read their personality and style, and suggest/design a wrap that makes the most sense for them in their particular market, demographics, etc.

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Custom Colors Examples



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Custom Colors Examples



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FAQ: Can We Use Our Own Slogans?

Yes, subject to the following:

- ◆ 2-4 words long
- ◆ Effectively describes features / benefits
- ◆ Rhymes with *Get Motorcoachified*
- ◆ Approved by Motorcoach Council
- ◆ ***We welcome your creativity!***

FAQ:

What Do Bus Wraps Cost?

- ◆ Pricing TBD by and through Licensed Graphics Vendors
- ◆ Pricing Affected By:
 - ◆ Type of Wrap(s)
 - ◆ Quantity
 - ◆ Installation Parameters, Including Your Physical Location
 - ◆ Custom Design Elements (when/if applicable)
 - ◆ Reflective or Non-Reflective Vinyl
- ◆ Estimated Costs:
 - Full Wraps** - Approximately \$3,500 - \$5,500
 - Rear Wraps** – Approximately \$350 - \$1,450
 - Rear Bumper Wraps** – Approximately \$45-\$55
(about a buck a seat!)

FAQ:

Can I Use My Own Graphics Vendor?

Only Licensed Graphics Vendors can sell, distribute, and apply the campaign bus wraps, as they are protected under applicable copyright laws.

These Vendors:

- ◆ Understand the program, and have executed a Licensing Agreement
- ◆ Will adhere to the Brand Guide, for consistency
- ◆ Have all contributed \$ as Motorcoach Council Partners

Additional qualified Graphics Vendors are encouraged to join us by becoming a Motorcoach Council Partner, and agreeing to the Licensing Terms.

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What's In It For Me? (WIFM)

- ◆ The colorful campaign wraps will draw attention to *your* company

“We are already seeing some positive feedback from consumers who did not realize just how nice motorcoach travel has become...”

- Luke Busskohl, Sales & Marketing Manager, Arrow Stage Lines

- ◆ Raising awareness for our entire Industry – while *maintaining your own identity*

- ◆ Your company listed alphabetically on www.GetMotorcoachified.com
Ultimately getting you more business, especially as the campaign and its internet presence grows!

Directory Listing For All Participating Operators

- ◆ All campaign participants will receive a listing on the www.GetMotorcoachified.com consumer site(s), listed *alphabetically*
- ◆ Site designed to allow visitors to **Find Your Company First** should they visit the site after seeing it on one of *your* motorcoaches
- ◆ Or may **Search By State**

Listing guideline for all Participating Operators:

For each **primary state** (up to five allowed) that an Operator has at least one facility in and has at least one motorcoach displaying a “campaign wrap” in that location, the operator may list that state **along with two (2) additional secondary states** that they actually provide service from (yet may *not* actually have a facility in).

Closing Thoughts

- ◆ The Motorcoach Council was founded for **you**. Get involved by volunteering your time and ideas to our ongoing efforts
- ◆ The Get Motorcoach*ified* Bus Wrap Campaign starts now, and is expected to last at least 24 months
- ◆ The “edginess” of the campaign slogans and graphics are that way “by design” – to get attention
- ◆ Expected that...*most* will do Bumper Wraps, *many* will do Rear Cap Wraps, and *some* will do Full Wraps
- ◆ All Operators can participate in this campaign, with motorcoaches 1998 or newer, for a nominal one-time marketing investment of as little as “about a buck per seat” (\$45-\$55 Rear Bumper Wrap)

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This campaign will get consumers asking questions, and will positively shift their perception of our industry, ultimately filling more seats and growing our business.

Participate
Today!



Getting Started – Easy as 1-2-3

Visit www.MotorcoachCouncil.org, click **CAMPAIGN** tab

1. Browse Sample “Bus Wrap” Gallery and Slogans
2. Review/Download “**Graphical Standards and Usage Guidelines Manual**” aka “**The Brand Guide**”
3. **Request a “Bus Wrap” Quote** from a Licensed Graphics Vendor
– they will then contact you directly!



Licensed Graphics Vendors

- ◆ Turbo Graphics
- ◆ Harbor Graphics
- ◆ Summit Graphics
- ◆ ABC Graphics

Additional qualified Graphics Vendors are encouraged to join us by becoming a Motorcoach Council Partner, and agreeing to the Licensing Terms. Full contact information is available at www.MotorcoachCouncil.org



MCI Service Parts and Operators collaboratively fuel the campaign

Complete the voluntary opt-in form to contribute based on a percentage of your parts purchases to help fund the campaign. Motor Coach Industries' vice president of Sales and Marketing, **Larry Killingsworth**, is here to describe how this program will work.



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MCI Service Parts and Operators collaboratively fuel the campaign

- ◆ Program begins November 1, 2009.
- ◆ Voluntary opt-in form authorizes MCI Service Parts' accounting department to add ½ of 1% of the contributing customer's net parts purchases to each parts invoice monthly. The total amount generated will be reflected on customer invoices, and will be provided to the Motorcoach Council campaign monthly.
- ◆ MCI Service Parts will match 50% of the operator's contribution with an annual payment made to the Motorcoach Council at a total annual maximum of \$50,000.
- ◆ Specific details are available on the opt-in form, which can be obtained by emailing MCI.campaign@mcicoach.com.

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For more information:

“B2B”

www.MotorcoachCouncil.org (CAMPAIGN tab)

pr@MotorcoachCouncil.org

Tel: 720-449-9000

“B2C”

www.GetMotorcoachified.com

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