Building a Stronger Brand - Brand Identity and Guidelines Development and Execution

- Extended the brand architecture work, established Journey Line brand identity system and finalized Brand Book document that provides brand use guidelines
- Brand Book available to employees and partners to provide quick reference guidance and support
Brand Strategy – What This Means For Our State Partners

Greater Consistency
• Through a robust set of guidelines and templates, we will provide an added level consistency across all of our customers communications

Timely Support and Decision Making
• When questions arise around advertising, promotions or sponsorship activities that require brand guidance, the guidelines and templates will enable faster responses, more consistent direction

Affiliation With a Strong, Modern Brand
• As the iconic Amtrak brand continues to evolve and modernize, our partners will benefit from the positive brand perception and affiliation with Amtrak
Increasing Customer Awareness of Amtrak - National Advertising Campaign to Support All Business Lines

- Planned and produced Amtrak’s first Masterbrand campaign in over 15 years; assets included six :15 videos and a :30 second compilation made for TV
- The campaign titled, “500 Destinations, Infinite Stories” features the tagline “See where the train can take you,” launched via a national two-week TV network buy and also on Facebook, YouTube and Tremor video network and Twitter
- Extended the campaign via a comprehensive communications plan incorporating, earned, owned and employee channels
- TV estimated impressions – 40.3MM
Skift: The campaign was recently lauded in an article titled “Best Travel Ads Now: When Transportation Is an Experience” and stating that “Amtrak launched its first new brand campaign in 15 years last month to remind people that the rail service network extends across America and not just the popular Northeast U.S. corridor”

Social by Definition: “The campaign solidifies Amtrak’s brand consistency, and makes a strong statement about what kind of company they are marketing themselves as. This will be a campaign to keep an eye on.”
Masterbrand Campaign – What This Means For Our State Partners

**Customer Awareness**
- 500 Destinations incorporates the entirety of our national network, which certainly increases awareness of our State Corridor routes and destinations, encouraging and inspiring customers to consider train travel for their next trip

**Customer Engagement**
- Utilizing mainstream media we reach the entire country, and through the Infinite Stories messaging, we engage customers through social channels to tell us their unique train travel story, building brand affinity and advocacy throughout the Amtrak network

**Customer Acquisition**
- In follow-up customer research studies, recall of Amtrak advertising increased X% vs. pre-Masterbrand campaign launch period, which will lead to customers purchasing tickets for travel on Amtrak
Acquiring More Customers - National Fare Advertising Campaign

• Planned and executed winter/spring/summer integrated advertising campaigns to support revenue/ridership goals
• To combat falling gas prices, revised messaging in February to focus on the negatives associated with driving
• Research indicates that 44% of longer trips were made by new/first time customers
National Fare Advertising Campaign - Enhanced Paid Media Analytics

- Implemented view through conversion capability to connect media impressions with a subsequent booking that can be attributed to the digital advertising
- Created an extensive A/B testing plan for paid media, the results of which drove enhanced optimizations leading to increased ROI
- Completed Media Mix Model (initial model and update) across all product lines to guide decisions regarding the optimal paid media mix by product line
National Fare Advertising Campaign – What This Means For Our State Partners

**Awareness/Consideration**
- Promoting the fares available throughout the Amtrak network will have a positive affect on overall customer awareness and consideration for all Amtrak services, including State Corridor routes

**Highly Efficient and Effective Targeting**
- Through advanced analytics, we are displaying ads to potential customers at the right time on the right sites, resulting in a higher return on our efforts

**Customer Acquisition**
- All digital fare advertising campaigns, which generate millions of impressions, link customers to Amtrak.com to book travel, enabling Amtrak to drive revenue across the network through our lowest cost distribution channel
Acquiring More Customers - Sports Marketing

- Activated over a dozen programs, including: Barclays Center, NY Mets, Verizon Center, Boston Red Sox, Boston Celtics, Chicago Cubs, Big Ten & NHL Winter Classic, Los Angeles Clippers, Minor League Baseball and Hockey
- Efforts supported Brand awareness, AGR acquisition and member engagement, and Saver fare promotions
- Delivered over 300M impressions

Barclays Center Activation
Acquiring More Customers - Multicultural/Affinity Marketing

- Planned and executed NER Advertising campaigns: print, radio and digital partners across African-American, Hispanic and LGBTQ segments delivered over 63M impressions
- Planned and executed LD Advertising campaign: radio, TV, digital and print partners across African-American, Hispanic and LGBTQ segments delivered almost 50M impressions
- Activated five live events in New York, Washington, DC, Miami and Kansas City, as well as L.A. Special Olympics, and National/Regional Pride Events
Sports and Affinity Marketing Initiatives – What This Means For Our State Partners

**Awareness/Consideration**

- Sports Marketing and Multicultural/Affinity Marketing allows companies to reach individual customer segments with highly relevant and impactful messaging. These efforts significantly increase our reach and relevance to more customers to drive awareness and consideration across all of Amtrak’s product lines.

**Customer Engagement and Acquisition**

- Engaging customers through their passion points, such as sports, and in culturally relevant and supportive ways, makes Amtrak a higher “top of mind” option across the country for customers. The enables us to develop stronger connections with existing customers, and driving new customer acquisition.
Making It Easier - Amtrak.com Homepage Redesign

• Collaborated with eCommerce team to launch new homepage to align with the new brand identity and modernize the look and feel of the site

• Design provides more space for personalization and promotions, resulted in a revenue increase of 57% for homepage banner promotions
Making It Easier - Amtrak Brand Search Redesign

- Completed a re-organization of paid search campaigns; to better feature all product lines in geographical areas that offer several types of train routes
- Audited landing pages for top 400 keywords to ensure that we are driving to most relevant content
Amtrak.com and Search Redesign – What This Means For Our State Partners

**Strengthening Our Largest Distribution Channel**

- Continuing to make the website experience simple and compelling will enable Amtrak to capture additional revenue and develop new revenue opportunities in the future (e.g. ancillary revenue products)

**New Customer Acquisition**

- Enhancing our customer’s ability to quickly find relevant Amtrak services through search enables us to make it easy for customers – particularly those that are new to Amtrak – more likely to book train travel
Increasing Amtrak Guest Rewards Impact – Making Program More Relevant For More Customers

- AGR 2.0: Announced in August 2015, will launch on January 24, 2016
- A primary objective is to make the program more attractive to customers outside of the NE Corridor
- The most significant enhancement will align point redemption and point accrual methodologies.
- Customers will be able to perform more functions related to AGR travel on Amtrak.com, as opposed to currently having to call the Contact Centers
- Additionally, Amtrak.com and AGR.com profiles are being combined, eliminating the need to sign-in twice
Increasing Amtrak Guest Rewards Impact – Membership Growth

- AGR new member acquisition increased 16% YOY.
- Increased program exposure in-stations with new signage
- Expanded enrollment capability to station agents via Quik-Enroll in STARS.
- Launched a tablet app to enroll new members at events including Amtrak Train Days and other regional events
Increasing Amtrak Guest Rewards Impact – Top Tier Customers

- The revenue value from Top Tier Customers is tremendous – while representing only 6% of AGR customers, they generate almost 40% of AGR revenue
Increasing Amtrak Guest Rewards Impact – Connecting With Our Customers

- 4.6 MM total impressions
- Member response
  - 1.7 MM delivered
  - 321K opens, 18.2% open rate
  - 51K clicks, 2.9% click rate
- Non-Member response
  - 477K delivered
  - 89K opens, 18.8% open rate
  - 17K clicks, 3.6% click rate
- AmtrakAllTheWay.com microsite
  - 63,948 unique visits
  - 8,273 repeat visits
  - 12.9 % multiple visits
Increasing Amtrak Guest Rewards Impact – Engaging our Customers via Email

• In FY 2015 we sent 183 MM email messages to members and non-members
• AGR estatement revenue doubled YOY to $1.5MM. Marquee banners on AGR.com contributed another $8M in attributable revenue
• Despite increasing our volume of messaging sent, we saw our open rates rise from 16% to 17.3% in 2015, an increase of over 8% YOY. Our click-through rates rose as well, increasing 25%, from 1.2% last year to 1.5% this year.

Samples of targeted eStatement messages
Email Marketing

- **3-DAY SALE**: Travel from Boston and NYC for $37.
- **Save 20% with Saver Fares**: Book early and get 20% off.
- **Kids Can Ride Every Day for 50% Off**: AMTRAK.com deals.
- **Kids Stay Free**: When booking through the AMTRAK website.
- **Sweepstakes**: Enter for a chance to win a trip for two.
- **SMARTfares**: Save 25% on travel with weekly SmartFares.
- **Train Days**: Find an event near you.
Increasing Amtrak Guest Rewards Impact – New Credit Card Launch

• Amtrak and our new co-brand credit card partner, Bank of America, launched our new Amtrak Guest Rewards credit card on September 12, 2015
• The new credit card provides new benefits that are competitive with other airline and hotel co-brand cards, including no foreign transaction fees and top tier qualifying points
• Creative development and launch marketing includes: paid digital, station and onboard signage, Arrive Magazine, take ones, email, direct mail, in-station kiosks, teleporter, Amtrak.com, AGR.com, PR/social, card plastics and card collateral
Co-Brand Launch Marketing

Kiosks and advertising in New York-Penn, Baltimore-Penn, DC- Union Station, Philadelphia- 30th Street Station and Chicago- Union Station.

“Teleporter” experience in New York

Kiosks in Philadelphia & Chicago
Increasing Amtrak Guest Rewards Impact – What This Means For Our State Partners

More Relevant Program For State Corridor Customers
• AGR 2.0 will make award travel more compelling for customers outside of the Northeast Corridor, enabling Amtrak to increase membership throughout the rest of the country

Greater Ability to Communicate One-To-One With Our Customers
• Most AGR customers provide their email address and opt-in for communications from Amtrak, enabling relevant, compelling, revenue generating communications to be sent throughout the year

More Revenue from High Value Customers
• Loyalty members are proven to spend more than non-loyalty program members. Increasing the number of members provides Amtrak with the ability to more effectively understand customer needs, and respond with relevant products and communications to drive revenue growth
2016 Plans

During 2016, Brand Management and Marketing will focus on four core goals:

• Generating **Revenue and Ridership** to meet or exceed targets

• Further developing the **Amtrak Brand Strategy** to provide guidance to all areas of the company, particularly the significant investments that are being made

• Increasing **Customer Engagement and Customer Loyalty** to grow brand awareness, perception and advocacy

• Enhancing **Partner and Internal Customer Support** to facilitate collaborative, cross-functional initiatives and increase speed to market
Thank You!

Questions?