

Marketing and Advertising Services

Rider Experience and Operations Committee

February 7, 2019

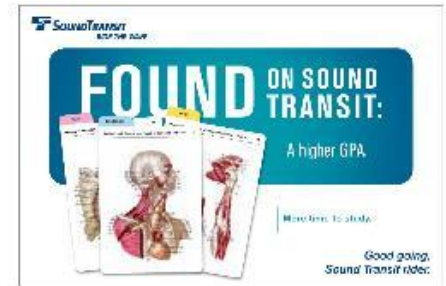
Proposed action

Executive a five-year contract with two one-year options with Copacino + Fujikado to provide marketing and advertising services for an amount not to exceed \$9,940,000 plus applicable taxes.

Purpose of the contract

Create advertising programs that:

- Promote Sound Transit ridership and customer retention;**
- Promote new services facilities; and**
- Increase awareness of Sound Transit services.**



Key features

- *Analyze potential markets for ST services;*
- *Develop and implement advertising campaigns;*
- *Place advertising media;*
- *Build awareness of Connect2020 single-tracking in downtown Seattle transit tunnel in 2019.*
- *Promote the launch of service openings 2021- 2024 (includes Link light rail and the new Stride BRT system)*



Key services provided:

- Media buying services***
- Creating and preparing advertising ideas and program***
- Preparing cost estimates for producing recommended programs***
- Checking and verifying insertions, displays, or broadcasts***
- Evaluating and reporting on advertising results***

Types of advertising we do:

- *Digital*
- *Print*
- *Geo-targeted Cable*
- *Movie theaters*
- *Transit and outdoor*
- *Online*
- *Paid social*
- *Radio/Traffic sponsorships*
- *Diversity media*



Contract cost includes:

- Ad agency fees***
- Cost of advertising media***
- Advertising production costs***
- Relevant taxes***

This is a task-order based contract for work on an as-needed basis.

Thank you.

Thank you.



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