

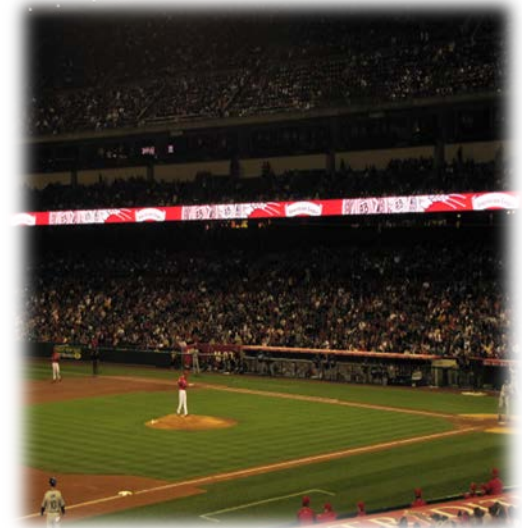


Angels Express Marketing

Citizens Advisory Committee
April 16, 2013

Angels Express 2013

- Partner with Angels Baseball for third year
- Special trains to 48 Angels weekday home games - April 9 - September 24 on OC Line & Friday trains on IEOC Line
- Special roundtrip fares
 - \$7 adults
 - \$6 senior/disabled
 - \$4 youth ages 6-18
 - Free for 5 & under
- Available at Metrolink station TVM's



Marketing Goals

- Increase off-peak ridership leveraging sports events
- Create awareness and build excitement of the Angels Express
- Brand/position the Angels Express as a viable option for travel to the Angels Stadium
- Encourage trial use
- Meet or exceed ridership goals

CATCH THE ANGELS EXPRESS.
CATCH A HOME RUN.

50% off select Angel game tickets when riding the Angels Express

ALL ABOARD THE ANGELS EXPRESS
Catch a ride on Metrolink to Angel Stadium
— ONLY \$7 ROUND TRIP —
\$4 for youth 6–18. Ages 5 & under free.

METROLINK.

Angels, Angels Marks, and Los Angeles Angels of Anaheim are registered trademarks of Angels Baseball LP.

The advertisement features a silhouette of a person celebrating a home run in the foreground. In the background, a Metrolink train is shown on tracks. The text is overlaid on a red and white background.



Target Audiences

- Angels fans
- Current OCTA customers (bus & rail)
- General public (LA, OC, IE)
- Employers/employees
- Area businesses
- Station area residents
- Stakeholders/cities
- Media



Marketing Message/Strategies



- Message: Avoid traffic and parking fees by taking the train to the baseball game
- Branding - Angels Express
- Incentives - 50% off Angels game tickets
- Partnerships - Angels
- Targeting - Focus communications to Angels fans, onboard the bus/Metrolink, online, and Angels Stadium
- Integrated Media Mix - Radio, PSAs, Print Ads, Direct Marketing
- Social media - Facebook, Twitter, YouTube, Instagram
- Online and print advertising campaign

Marketing Strategies (cont')

- Season Opening train ride event
 - Irvine Station, Friday, 4/12 @ 5:00 pm
 - Free food sponsored by Aioli's
 - Angels tickets and giveaways
 - Live music by Headshine



WIN **FREE** TICKETS
FOR THE **ANGELS EXPRESS**
Friday, April 12, 2013

JOIN OCTA FOR A
SEASON OPENING
TRAIN RIDE EVENT!


Irvine Station
15215 Barranca Parkway, Irvine, CA, 92618

- ▶ Event starts at 5:00 p.m.
- ▶ Train to Anaheim departs at 5:59 p.m.

Enjoy **FREE** food by Aioli, live music by Headshine, and *more!* Spin the wheel for a chance to win Angels Express tickets, Angels merchandise, and other prizes!

AIOLI **HEADSHINE**

Visit octa.net/angelsexpress for details.

 **METROLINK.**

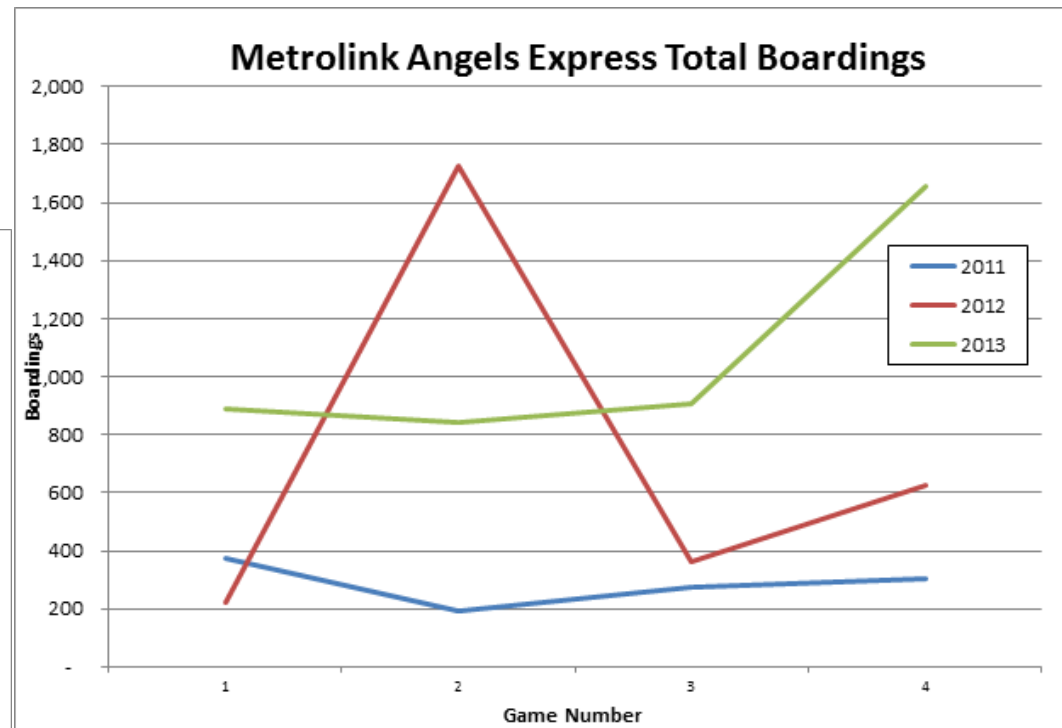
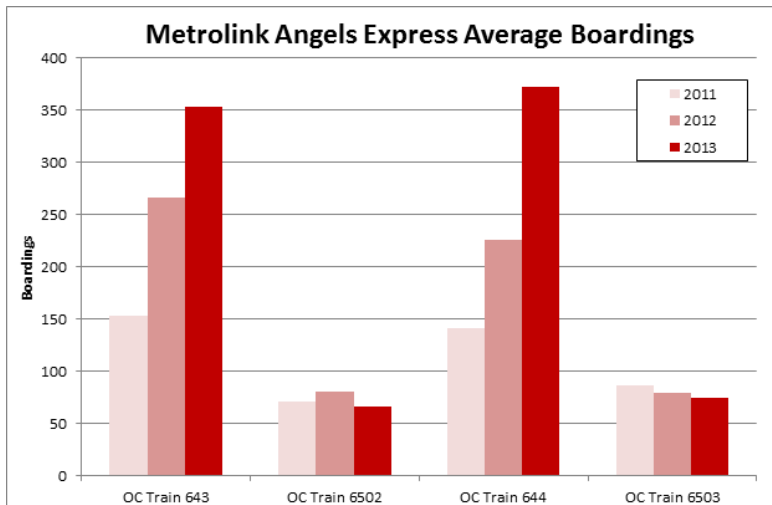
Marketing Strategies (cont')

- Distribute Angels Express paper trains
 - Wednesday, 4/24, before game
 - Hand out 25,000 paper trains with free Metrolink ticket offer
- Alumni/Angels vs. Dodgers event
 - Irvine Station, Monday, 5/27 @ 1:30 pm
 - Free food sponsored by *tbd*
 - Angels tickets and giveaways



Angels Express Ridership - to date

- Record high ridership for the first week when compared to last two seasons, 4,294 total for first 4 games
 - April 9 - 890 (vs. 222 in 2012)
 - April 10 - 841
 - April 11 - 905
 - April 12 - 1,658



Marketing Tactics

Outdoor

- Angel Stadium LED Signage
- OCTA Bus Interior & Exterior ads
- Metrolink train wrap
- Metrolink station banners, posters

Print

- TVM signs
- Angels Program Ad
- OCR & PE Newspaper Ads

Radio

- Traffic Radio
- Angels Radio - English & Spanish

Collateral

- Promotional Flyers
- OCTA/Metrolink Newsletter article

Online

- Online Ads: OCRegister, Facebook, Angels.com, Press Enterprise
- OCTA & Metrolink Web & banner ad
- Enews/Email Blast to OCTA, Metrolink & Angels databases
- Social Media - Facebook & Twitter

Press Releases



CATCH THE
ANGELS EXPRESS
ONLY \$7 ROUND TRIP
\$4 for youth 6-18. Ages 5 & under free.

octa.net/AngelsExpress
metrolinktrains.com/AngelsExpress

octa METROLINK.

Special thanks to our funding partner



CATCH THE
ANGELS EXPRESS
ONLY \$7 ROUNDTrip

octa METROLINK.

octa.net/AngelsExpress

Tactics - Newspaper Ads



Santa Ana Freeway

I told you we should have taken the Angels Express.

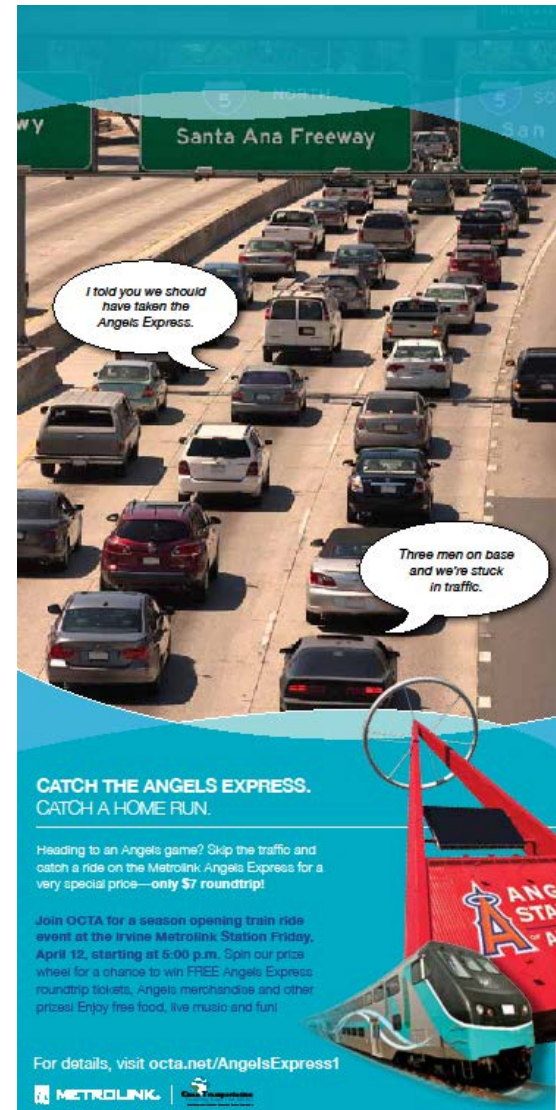
Three men on base and we're stuck in traffic.

CATCH THE ANGELS EXPRESS. CATCH A HOME RUN.

Heading to an Angels home game? Beginning April 12, Metrolink will be running special trains to all Friday night games on the IEOC line. Go skip the traffic and catch a ride on the Metrolink Angels Express for a very special price—**only \$7 roundtrip!**

50% OFF ANGELS TICKETS!
Take the Angels Express and get 60% off select Angels game tickets. Visit Angels.com/AngelsExpress for game dates and to purchase tickets.

METROLINK | octa.net/AngelsExpress1



Santa Ana Freeway

I told you we should have taken the Angels Express.

Three men on base and we're stuck in traffic.


CATCH THE ANGELS EXPRESS. CATCH A HOME RUN.

Heading to an Angels game? Skip the traffic and catch a ride on the Metrolink Angels Express for a very special price—**only \$7 roundtrip!**

Join OCTA for a season opening train ride event at the Irvine Metrolink Station Friday, April 12, starting at 5:00 p.m. Spin our prize wheel for a chance to win FREE Angels Express roundtrip tickets, Angels merchandise and other prizes. Enjoy free food, live music and fun!

For details, visit octa.net/AngelsExpress1

METROLINK | octa.net/AngelsExpress1



Tactics - Flyer & Angels Magazine Ad

ALL ABOARD THE ANGELS EXPRESS
 Catch a ride on Metrolink to Angel Stadium
 —ONLY \$7 ROUND TRIP—
 \$4 for youth 6–18. Ages 5 & under free.

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Beginning April 9, Metrolink will be running special trains to all 7:05 p.m. home games. A train runs every weeknight on the OC Line and every Friday night on the IEOC Line. All for a very special price—only \$7 roundtrip.

Tickets can be purchased at Metrolink ticket vending machines by selecting "Special Ticket Options."

THE ANGELS EXPRESS SCHEDULES

DEPARTURE TIMES to all weekday games on the OC Line

L.A. Union Station to Anaheim	6:02
L.A. Union Station (AUG)	6:50 p.m.
Norwalk/Santa Fe Springs	6:11 p.m.
Buena Park	6:17 p.m.
Fullerton	6:24 p.m.
ANAHEIM Arrive at Angel Stadium	6:32 p.m.
Legona Niguel/Mission Viejo to Anaheim	6:43
Legona Niguel/Mission Viejo	6:50 p.m.
Irvine	6:59 p.m.
Tustin	6:05 p.m.
Santa Ana	6:11 p.m.
Change	6:16 p.m.
ANAHEIM Arrive at Angel Stadium	6:20 p.m.

DEPARTURE TIMES to Friday Games on the IEOC Line (via Orange)

Riverside - Downtown to Orange	6:09
Riverside - Downtown	6:51 p.m.
Riverside - La Sierra	6:11 p.m.
North Main Corona	6:19 p.m.
West Corona	6:25 p.m.
Anaheim Canyon	6:45 p.m.
ORANGE, Transfer to OC Line	6:10 p.m.
Change to Anaheim	6:43
Change	6:16 p.m.
ANAHEIM Arrive at Angel Stadium	6:20 p.m.

DEPARTURE TIMES back home
 OC Line special trains #6503 North to L.A. Union Station and train #644 South to Oceanside will depart 30 minutes after the game ends. To Riverside-Downtown via Orange, and all stops in between, take train #644 South to Orange Station and transfer to IEOC Line special train #898 to Riverside-Downtown.

facebook.com/ocmetrolink

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 octa.net/AngelsExpress
 metrolinktrains.com/AngelsExpress

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Tactics - Banner Ads

CATCH THE ANGELS EXPRESS
CATCH A HOME RUN

Avoid the parking hassles for **ONLY \$7 ROUND TRIP**

METROLINK.

CATCH THE ANGELS EXPRESS
CATCH A HOME RUN | ONLY \$7 ROUND TRIP

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Tactics - Bus Ads



Tactics - Train Wrap



Tactics - Interior Bus Cards

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CATCH A HOME RUN.**

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METROLINK.
Clean Transportation

**SÚBETE AL ANGELS EXPRESS.
TOMA EL HOME RUN.**

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octa.net/AngelsExpress • metrolinktrains.com/AngelsExpress

Angels, Angels Marks y Los Angeles Angels of Anaheim son marcas registradas de Angels Baseball LP.

TODOS A BORDO AL
ANGELS EXPRESS
Viaja con Metrolink al Angel Stadium
VIAJE DE IDA Y VUELTA POR SÓLO \$7
Menores de 6 a 18 años, \$4.
Niños de 5 años o menos, gratis.

METROLINK.
Clean Transportation

Tactics - Instagram Promotion



Follow OCTA on

Instagram

HASHTAG YOUR
ANGELS EXPRESS TRIP
WITH #GOOCTA FOR A CHANCE
TO WIN GAME TICKETS!

@TRAINRIDER

@ANGELSFAN

@GOANGELS

OCTA

The graphic is a promotional poster for OCTA's Instagram promotion. It features a light beige background with a blue banner at the top that says "Follow OCTA on". Below this, the word "Instagram" is written in a large, black, cursive font. Underneath, a blue bracketed area contains the text "HASHTAG YOUR ANGELS EXPRESS TRIP WITH #GOOCTA FOR A CHANCE TO WIN GAME TICKETS!". To the right, three white-bordered photo examples are displayed on a dark wood-grain background. The top-left photo shows a crowd of people with a train in the background, labeled "@TRAINRIDER". The top-right photo shows two people in red clothing, labeled "@ANGELSFAN". The bottom photo shows a man in a red shirt giving a thumbs up from a train window, labeled "@GOANGELS". The OCTA logo is in the bottom right corner.

Tactics - Commercial Video

