



**PACIFIC**  
**SURFLINER**

*Winter Marketing Campaign Update*

CITIZENS ADVISORY COMMITTEE

January 19, 2016

# RESEARCH

Market research that guided the marketing campaign.

# STRATEGY

Digital and traditional marketing strategies to promote ridership.

# RESULTS

Measuring results and tracking performance for optimization.

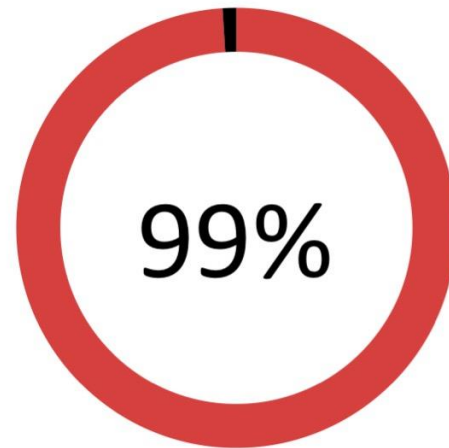
**Pacific  
Surfliner**



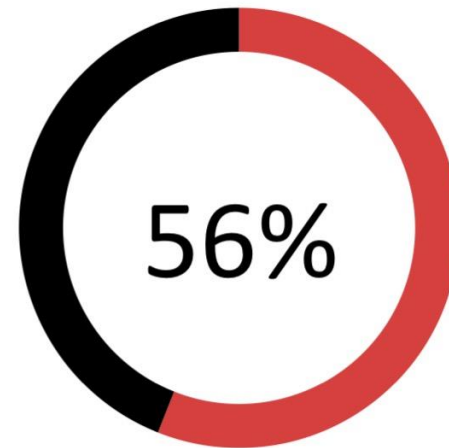
# **MARKET RESEARCH**



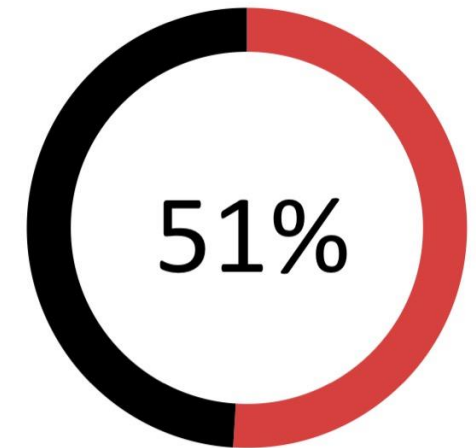
# MARKET RESEARCH | BRAND AWARENESS



**Amtrak**



**Amtrak California**



**Pacific Surfliner**

**INSIGHT:** Preserve the nearly universal recognition of Amtrak, while growing awareness of the unique characteristics and features of Pacific Surfliner service.



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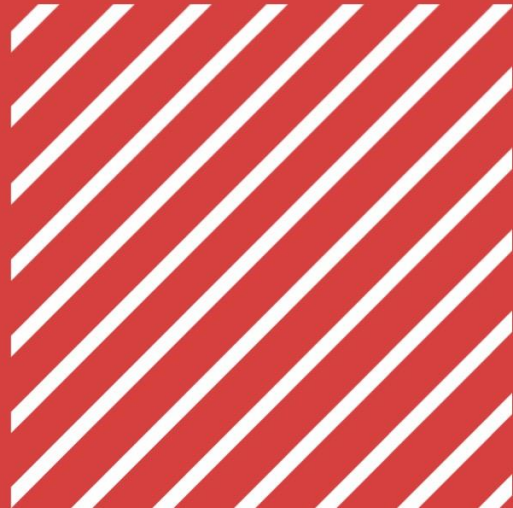
# MARKET RESEARCH | TRIP PURPOSE



**INSIGHT** : Position Pacific Surfliner service as a fun and convenient way to travel to top destinations in Southern California without using a car.



**Your formula  
for fun.**



# SWOT ANALYSIS



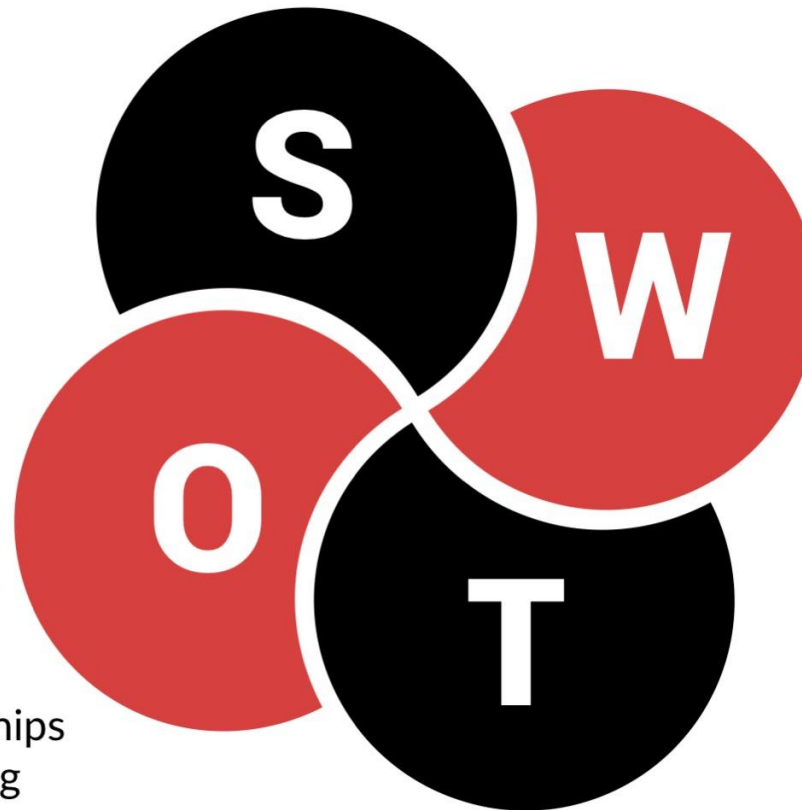
## Strengths

- Satisfied customers
- Popular destinations



## Opportunities

- Destination partnerships
- Destination marketing



## Weaknesses

- Low brand awareness
- Questionable value



## Threats

- Family vehicle
- Private tour buses

**INSIGHT :** With high overall satisfaction with the onboard experience, Pacific Surfliner service can confidently give even more people reasons to ride.





AMTRAK

Pacific  
Surfliner



# CAMPAIGN STRATEGY



# CAMPAIGN TACTICS



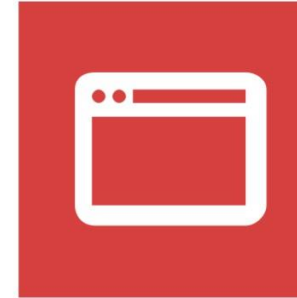
## Branding

Pacific Surfliner service is a fun, affordable and stress-free way to visit top destinations in Southern California without using a car.



## Advertising

New customer acquisition through broadcast and digital media to attract online visitors and promote the benefits of Pacific Surfliner service.



## Online + Video

Create a memorable online brand experience through an engaging campaign webpage and a series of entertaining and useful travel videos to entice ridership.



## Partnerships

Cultivate strategic partnerships to increase awareness and interest in unique destinations and offer special deals for Pacific Surfliner customers.

**DEMONSTRATE** that Pacific Surfliner service provides the best travel alternative for a comfortable and relaxing trip through detailed, high-quality information in interesting formats, including animations, illustrations, photos, and video to advance the value proposition.



# SeaView

## CAFÉ & LOUNGE

### Fresh Fare

All Fresh Fare is subject to seasonal availability

Fresh Fruit Cup (seasonal)	\$4.50
Southwest Chicken Burrito	\$6.50
Chicken Caesar Salad	\$7.00
Penne Pesto Pasta Mozzarella Salad	\$4.50



Fruit Cup



Chicken Caesar Salad



Three-Cheese Sundried Tomato Panini Sandwich

### Today's Premium Sandwiches

Ask the Café Car attendant for today's selections

Sandwich Only (assorted)	\$6.50
Sandwich Combo (assorted)	\$9.50

Served with a 12 oz. can of soda and your choice of chips

### Breakfast Fare

Ham & Cheese Breakfast Burrito	\$3.50
Jimmy Dean® Sausage Egg Muffin	\$4.50
Dannon® Yogurt Parfait	\$3.75
Sara Lee® Blueberry Muffin	\$2.75
Cinnamon Roll	\$2.75
Mini Donut Holes	\$2.50
Bagel & Cream Cheese	\$2.50
Cold Cereal (assorted, includes milk)	\$2.50
Quaker® Oatmeal Cup (includes milk)	\$2.50



Cinnamon Roll

### Snacks & Sweets

Cheese & Cracker Tray	\$5.50
Snack Valley Trail Mix	\$4.00
Hummus Snack Kit	\$3.00
Giant Cookie (assorted)	\$1.50
Candy (assorted)	\$2.25

### Hot Fare

Angus Cheeseburger	\$5.75
Jalapeño Cheeseburger	\$5.75
Angus Burger/Jalapeño Combo (Served with a 12 oz. can of soda and your choice of chips)	\$8.75
Hebrew National® Kosher Beef Hot Dog	\$4.50
Hebrew National® Kosher Beef Hot Dog Combo (Served with a 12 oz. can of soda and your choice of chips)	\$7.50
DiGiorno® Pizza (Pepperoni)	\$5.00
Maruchan® Chicken Flavor Ramen Noodle Cup	\$2.00



Cheeseburger

### Beer & Wine

Valid photo identification required for all alcoholic beverage purchases\*

Private Label Wine (375 ml.)	\$15.00
Sparkling Wine (187 ml.)	\$7.00
Cocktails (assorted) (50 ml.)	\$6.50
Premium Beer (22 oz.)	\$8.00
Premium Beer (12 oz.)	\$6.00
Domestic Beer (12 oz.)	\$5.00

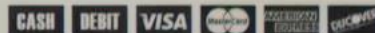
### Beverages

Naked® Juice/Berry Blast	\$3.50
Starbucks Frappuccino® Iced Coffee	\$3.50
Red Bull® Energy Drink	\$3.25
Lipton® Iced Tea w/ Lemon	\$2.50
Orange or Cranberry Juice	\$2.50
Bottled Spring Water	\$2.25
Perrier® Sparkling Water	\$2.75
Soft Drinks	\$2.00
Coffee, Tea or Hot Chocolate	\$2.00
Milk (2%)	\$1.50

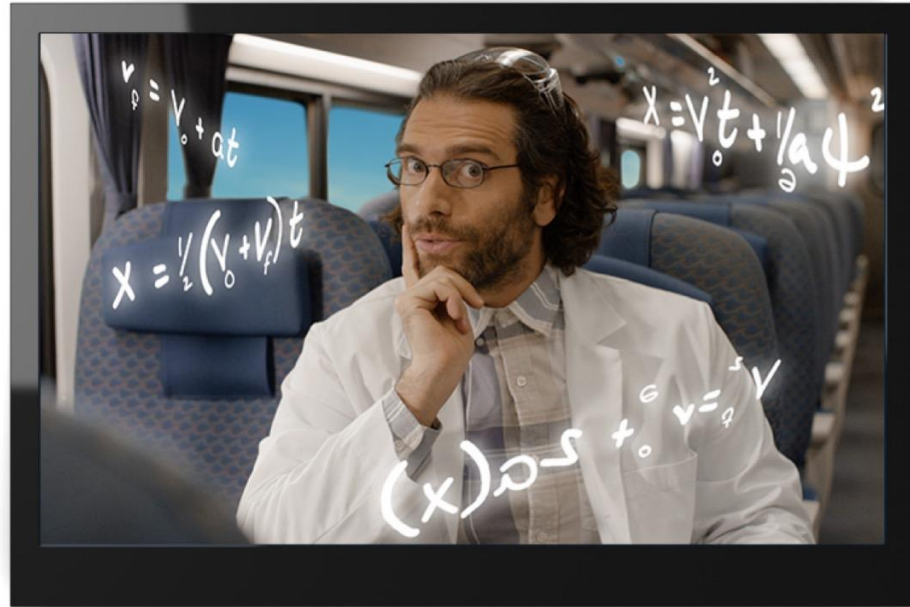


### Sundries

Amtrak Commemorative Playing Cards	\$4.00
Earbuds	\$5.00



# TV ADVERTISING



## Budget:

Leveraged existing Caltrans contract funds of approximately \$875,000, earmarked for advertising/media buys and expiring in March 2016.

## Who:

The primary demographic includes adults over 18 years old.

## When:

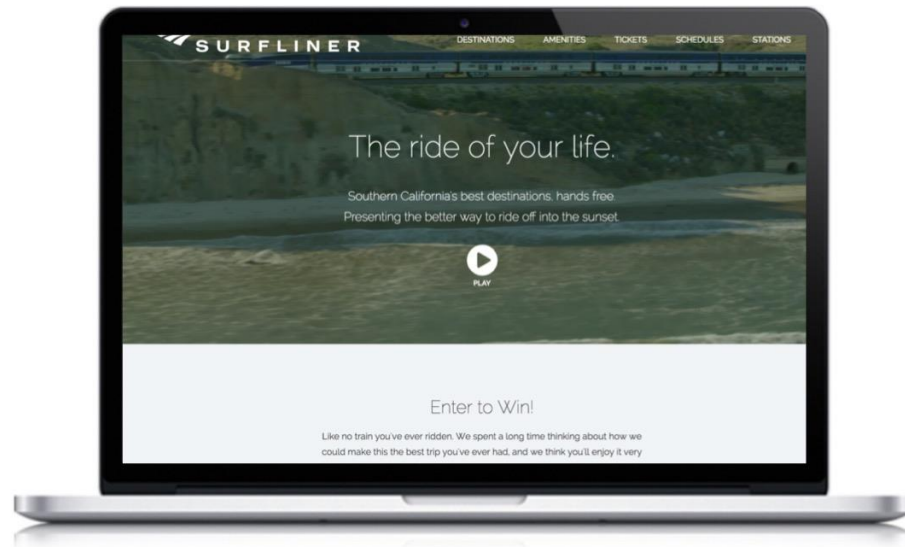
A five-week ad campaign running December 27, 2015 through January 31, 2016.

## Where:

Network and cable television channels in all six counties, including:

ABC, AMC, CBS, CNN, CW, Bravo, Food Network, FOX, FX, HGTV, Lifetime, TBS, TNT, USA.

# ONLINE ADVERTISING



## Budget:

\$75,000 with an approximate reach of 4.2 to 5.7 million people.

## Who:

The primary demographic includes adults over 18 years old. Targeting by geography, affinity, lookalike and retargeting.

## When:

A three-month ad campaign running December 30, 2015 through March 31, 2016.

## Where:

Search (Google AdWords)  
Display (Google Network)  
YouTube  
Facebook

**Pacific  
Surfliner**



# **CAMPAIGN RESULTS**



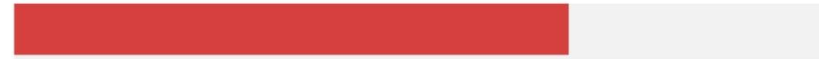


# ONLINE ACQUISITION



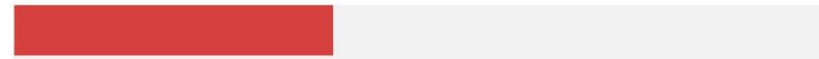
How are potential customers referred to the landing page?

Social Media



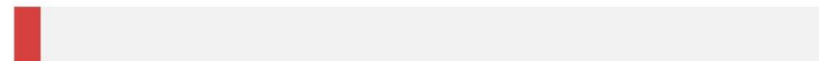
**62%**

Direct visitors (broadcast ad)



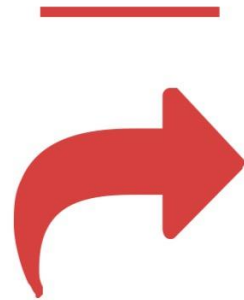
**36%**

Other

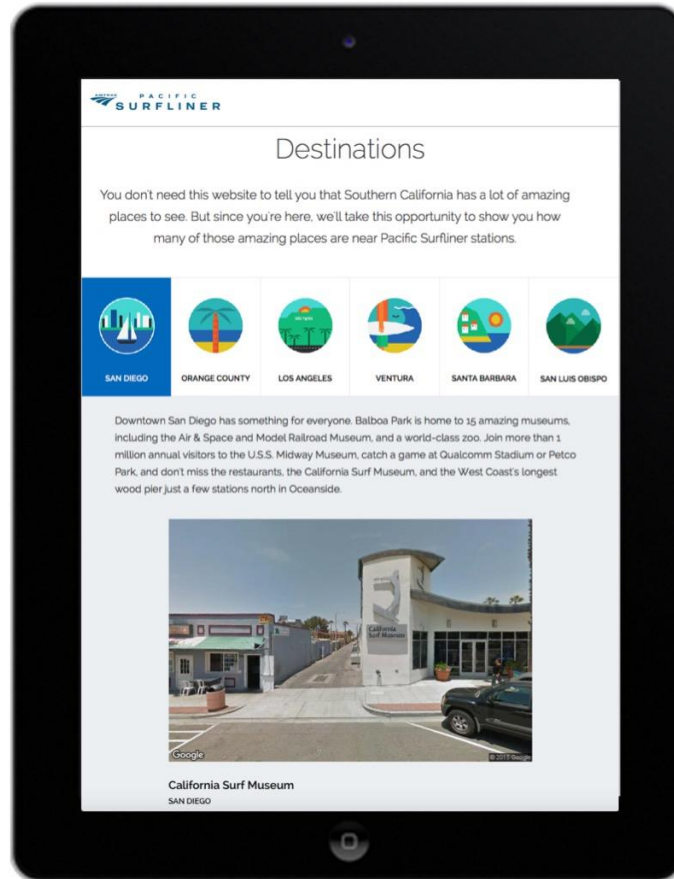


**2%**

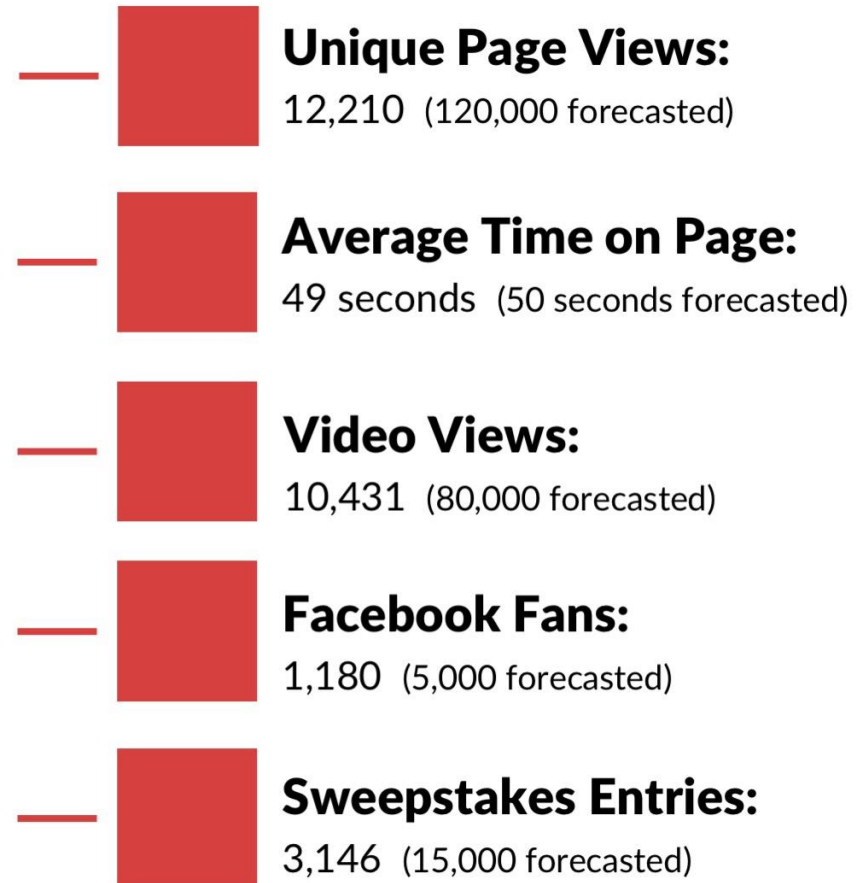
Based on reporting from December 27, 2015 to January 11, 2016



# ONLINE BEHAVIOR



Providing a positive and memorable brand experience.



Based on reporting from December 27, 2015 to January 11, 2016  
Forecasts from December 27, 2015 to March 31, 2016



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