



Comprehensive Marketing Campaign Prepared for APTA’s AdWheel Evaluation Committee and The Lowcountry Regional Transportation Authority

Presented by Lost Art Communications LLC

November 21, 2018

Below is a summary of the marketing accomplishments made during The Breeze’s inaugural season of service, transporting passengers using nostalgic trolleys on Hilton Head Island, July 16, 2018 through October 14, 2018. Recommendations for marketing The Breeze for the first full season of service in 2019 are also included.

Branding:

Branding of The Breeze is complete. The community has embraced the brand and is beginning to easily incorporate our desired messaging, including the tagline “Catch The Breeze”, as well as our social media handle “@BreezeTrolley” and #CatchTheBreeze in promotions and social media. Consistent use across all platforms has been ensured, and the standards are in place for continued consistency going into the 2019 season. There should be little need for investments in new branding activities in 2019.

Trolley Service Launch Event – Monday, July 16, 2018:

The service successfully launched with the ribbon-cutting and trolley dedication at Shelter Cove Community Park. Both trolleys were on hand for the ceremony and to deliver the service’s first passengers on the inaugural day of service. More than 100 local officials, businesses, stakeholders, local residents, and visitors were on hand for the event.

The event included several Breeze-branded giveaways, a Chamber sponsored ribbon-cutting, dedication of the trolleys to honor the Island’s rich history of transportation, and a “street party” atmosphere at the Coligny end of the route which was organized and co-hosted by Culture HHI. Media coverage was significant, including two regional television news stations, with additional media leading up to and promoting the event. The event included significant social media activity from The Breeze as well as from other stakeholders, friends and followers.

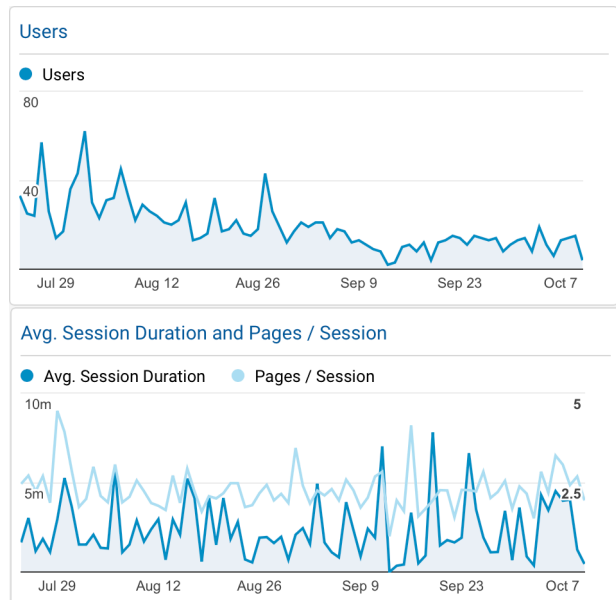
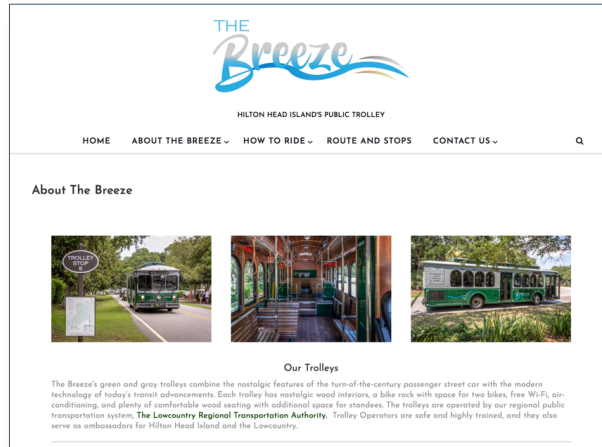


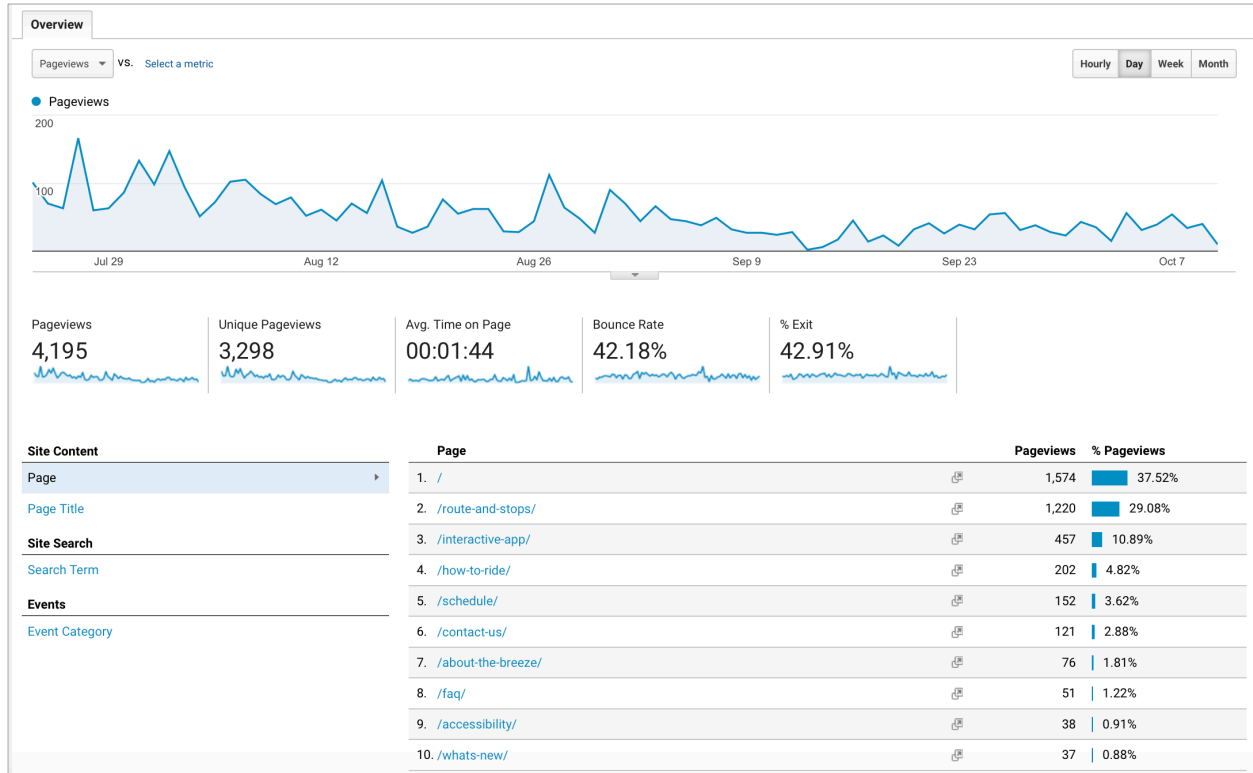
BreezeTrolley.com Website Launch

Design was completed on the website leveraging the initial photography taken Tuesday, July 10. The website was launched on the day of service opening. The website has been continually updated to include new and fresh materials since its launch. Complete transfer of the website to Palmetto Breeze's servers was completed in early August and the website is fully functioning including receipt of comment forms and requests for information.

Analytics for the site are being tracked and reviewed, and visits to the site continue to increase each day with more and more visitors from outside the Hilton Head area. Total visits have numbered 1,745 (excluding site administrator visits) and the duration of time spent on the site has remained relatively constant. As is to be expected, website activity has tapered off as the inaugural season is coming to a close.

In addition to the home page, the next most popular page is the Routes and Stops page, followed by the Interactive App page. There have been dozens of inquiries collected and responded to through the website to date.





Adjustments have also been made to the PalmettoBreezeTransit.com website to incorporate The Breeze Trolley service and the Easy Breeze ADA Paratransit Service, though there is a noticeable drop in perceived quality and user-friendliness of the transit authority’s website now that BreezeTrolley.com is live.

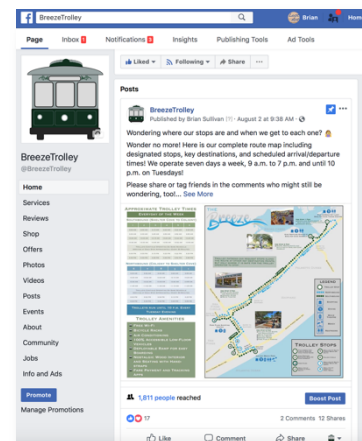
@BreezeTrolley Social Media

Our three social media platforms were established and launched in the weeks prior to the service launch. Social Media interactions and presence have increased significantly since the launch of the service. Despite very limited financial investment, as of the morning of November 21, 2018, The Breeze (@BreezeTrolley) has:

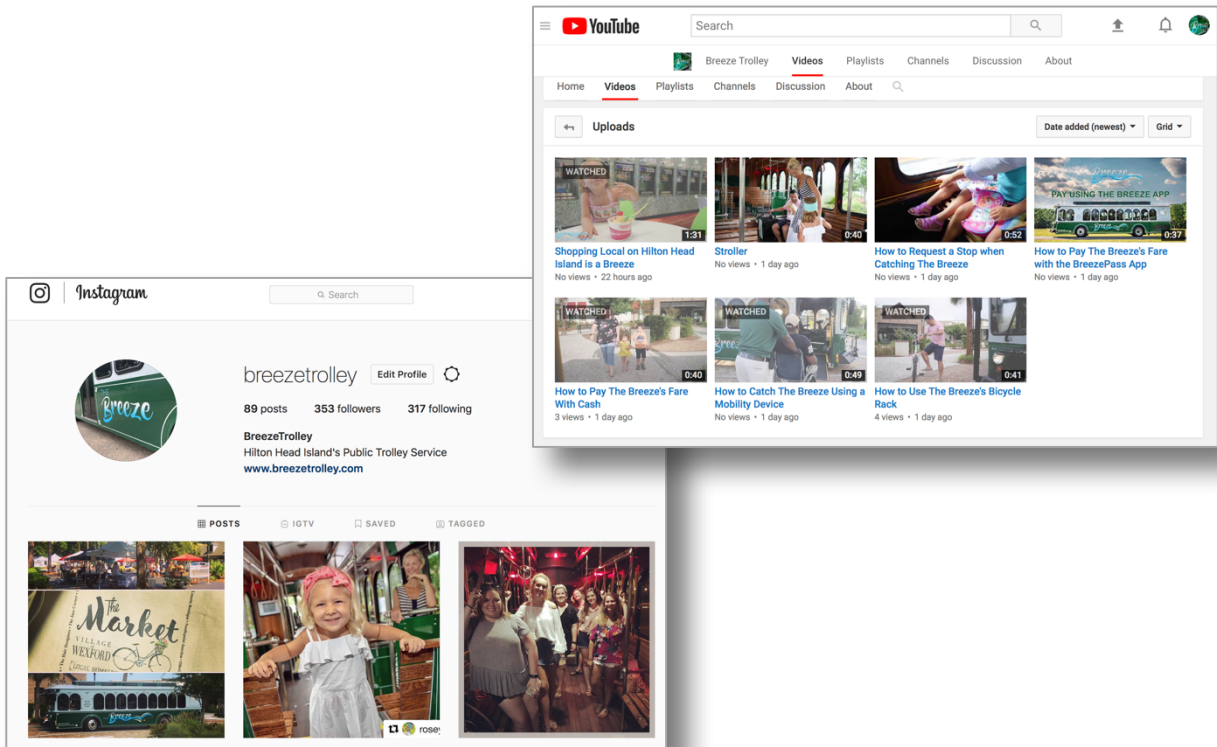
- 449 followers on Instagram
- 302 followers on Facebook with a rating of 4.4 stars (out of five) with several very positive reviews
- 112 followers on Twitter

Each social media platform has resulted in multiple reposts and unsolicited reviews and “tags” from passengers and Island businesses. Social media have been critical to getting the word out about the Trolley and will certainly continue to be an important element in The Breeze’s continued marketing.

This earned following is primarily a result of our own posts, post-sharing, and tagging activity to attract followers. Diligent responses have been provided to our own as well as other organizations’ posts and comments to ensure the public is educated about the features and benefits of The Breeze, with a



focus on the variety of destinations along the route. These organizations include the Town, Culture HHI, the Chamber, Shop More Local, The Coastal Discovery Museum, and the various businesses, cultural and recreational activities, and other stakeholders along or near The Breeze’s service route.



Key Facebook Analytics:

- Total Reach since inception: **34,769** Users
- Average Daily Reach: **476** Users
- Total Impressions since inception: **64,170**
- Average Daily # of Impressions: **879**



Printed Materials:

Printed materials that have been developed include The Breeze tri-fold promotional brochure/map/schedule and the tri-fold brochure promoting the BreezePass app. The Breeze brochures were available at the launch of service and copies have been delivered to the various rental agencies, businesses, hotels, and other interested parties along the route. The BreezePass brochures are scheduled for printing and will be used primarily on the trolleys to promote the app's use with passengers. In addition, we produced commemorative trading cards for each of the trolleys for operators and volunteer ambassadors to give to children who may be interested in collecting them and learning more about the Marsh Tacky and Charlie Simmons' boat The Alligator.



Near the end of the 2018 season, Palmetto Breeze invested in printed advertising in the Media 360 Hilton Head Island Maps that are being distributed across the Island and at other locations promoting tourism for the 2019 vacation season. Publication distribution will be at least 225,000 maps, plus online and Hilton Head 360 mobile app representation.

Video and Photography:

The investment in professional photography was completed in late July and pick-up videography was completed in August (due to delays from the late arrivals of the trolleys prior to the season, as well as scheduling and weather delays). Photography was heavily utilized in our various promotions, and the six "how-to" videos have been produced for use on our website and in social media. The Breeze's marketing and promotional video is also complete, including professional voiceover talent to ensure maximum effectiveness heading into the promotions for 2019. Because of the quality of the photography and video, we believe that *Southern Living* may be interested in producing an online feature of The Breeze for its digital magazine (subject to editorial approval).

A YouTube channel has also been established for all videos related to The Breeze:

<https://www.youtube.com/channel/UC1BYQZqP59dsP1O2MdOtgFA>

App Development Support:

The marketing team supplied significant support to Masabi (for BreezePass) and Syncromatics (for CatchTheBreeze) as they developed their respective mobile apps. This support included branding, logos, icon development, and a variety of technical support. Efforts also included preparation for media release and announcements for the launch of BreezePass on August 1.

With the launch of the apps, The Breeze achieved high profile incorporation on the Hilton Head Island – Bluffton Chamber of Commerce's Compass mobile app as well. This link was temporary during the season and is expected to be reinstated with the new operating season in 2019.



Community Outreach / Ridership Growth Opportunities:

Our team spent significant time reaching out to the various stakeholders along the route, including riding along numerous times to discuss The Breeze with passengers, getting to know businesses that are interested in the Breeze's success, and identifying opportunities for promotions and growth of the service. Promotions were conducted to grow brand awareness and, most importantly, ridership, including events that highlighted the many and varied locally owned businesses along the route. These promotions included:

- Several partnerships with the SweetFrog premium frozen yogurt shop in Park Plaza (near trolley stop #3). These events included multiple weekend ride-alongs with area Girl Scout Troops who earned their transportation badges for riding The Breeze and learning about the trolley and history of transportation on the Island.
- The inaugural Trolley Shop Hop was held on Tuesday, September 25th (rescheduled from its initially planned date of September 11th due to Hurricane Florence). This promotion included participation by three locally owned boutiques along the route who offered specials and tastes from nearby restaurants. Participation totaled more than 24 shoppers who rode The Breeze all evening to get to and from the shops.
- Each Tuesday, The Breeze operated late to assist visitors who wanted to watch the weekly Shelter Cove Harbourfest Fireworks without driving or having the hassle of parking. These were the busiest days for The Breeze and a positive indicator about the viability of operating service later into the evenings.



Additional promotions have been identified for 2019 that will appeal to visitors and residents alike, including discounts at local businesses for Catching The Breeze. Local community organizations are also being identified as targets for educational opportunities.

Advertising and Promotion:

We sourced and selected the above-referenced advertising opportunity to have The Breeze incorporated into Media 360 Island maps for the 2018/2019 seasons. This arrangement also included displaying The Breeze's routes on two of the three maps contained within the publications, complete with color coded directions, stop identifications, and a legend for ease of understanding.

The HHI-Bluffton Chamber of Commerce is planning to include information and photography regarding the trolley service in its 2019 Vacation Planning Guide. Other opportunities have been identified and assessed for the 2019 season for Palmetto Breeze's consideration.

Additional promotional items included the design and production of a refrigerator magnet, Frisbees, and water bottles for the opening celebration.

Recommendations:

While the launch and inaugural "half" season of The Breeze were successes in terms of ridership (5,500+) and the branding and acceptance of the service by residents and visitors to the Island, there is much work to be done to properly promote and position the service for its first full season of operation in 2019, and more importantly, to achieve its full ridership potential. Below is a summary of recommendations for Palmetto Breeze and the LRTA to consider as it plans for the coming year.

Off-Season Promotions:

One of the best ways to keep The Breeze brand in front of local residents and businesses is to stay active in the community. Off-season promotional opportunities include:

- Participate in an evening "Art Hop" after the season ends. Hit as many galleries on the Island as possible. Galleries would host appetizers and wine. Culture HHI is willing to assist in planning for such an event.
- Conduct a Holiday version of the Trolley Shop Hop, perhaps even every Saturday during December so the route could be published.
- Seafood Festival at Honey Horn in February 18-24. The Breeze could consider offering shuttles from both the Island and Bluffton.
- Gullah Celebration in February might be interested in similar shuttle opportunities.
- The Breeze should definitely participate in the annual St. Patrick's Day parade in March. The cost is \$150 to enter as a non-profit. With a date of Sunday, March 17 (St. Patrick's Day), this will be perfect timing to promote the beginning of the new season.

Palmetto Breeze Website Update:

Now that BreezeTrolley.com has been launched and is becoming more widely visited, the LRTA needs to update and upgrade the image and functionality of the current PalmettoBreezeTransit.com website, if possible to reflect a similar look and feel to the trolley site. This can be done relatively cost-effectively and should not require a full procurement effort. Ideally this can be accomplished over the winter in advance of the high season in the region for visitors.

Off-Season Social Media Presence:

Just because the trolleys are on hiatus during the winter, it doesn't mean that the marketing and promotion of the service should stop. In fact, it is quite the contrary. Families from across the country are in the process of planning their trips to HHI all year long, and information about The Breeze needs to be as front and center as possible on social media and other media channels.

We recommend "boosting" or promoting certain social media posts leading up to the launch of the service in 2019. Effective social media boosts can range from a low of \$10 per boost to hundreds of dollars, but are typically very cost-effective ways to add followers and get the word out.

Pre-Season Marketing and Promotion/Marketing Consulting:

It will be critical to the success of The Breeze for LRTA to position it for success and to maximize its ridership in 2019. This will require a new contract with a marketing consultant to serve as a true extension of LRTA's staff in promoting the service. The scope of work for the consultant should include, at a minimum:

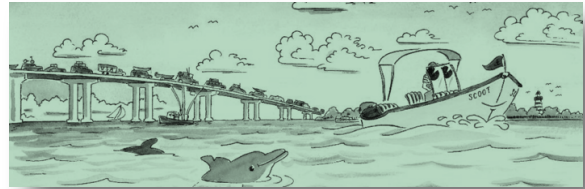
- Continued management and oversight of the BreezeTrolley.com website.
- Continued, active postings on all three social media channels, with specific goals for increased following.
- Participation in key community events on the Island.
- Development of ridership-oriented promotions with Island businesses and during key Island events.
- Seek cooperative agreements with the management of the Sea Pines Trolley, Hilton Head Guest Services (HHGS) golf cart shuttles, and the Dunes Buggy in Palmetto Dunes, to ensure maximized synching of schedules and service.
- Promotion of the two mobile apps.
- Inclusion of marketing materials and information in travel and visitor packets distributed by the various real estate and vacation rental companies as well as hotels, restaurants, and attractions.
- Support for any and all plans to grow and expand the service on the Island and perhaps across the Lowcountry.
- Consideration of key advertising and other related paid promotional opportunities.
- Pursuit of "earned media" opportunities with local, regional, and national tourism related outlets, to truly put The Breeze on the travel map.
- Continued coordination with key Town of Hilton Head Island departments for promotional opportunities and to continue the volunteer Trolley Ambassador program.
- Updated brochures and maps, especially to reflect any changes made to the service in the offseason.
- Production of a "welcome back" promotional video to use when service is reinstated in the Spring.
- Coordination and planning of a relaunch party on the first day of service in 2019.
- Coordination and planning of a ***Breeze's 1st Birthday Bash*** on July 16th, 2019.

Additional Promotional Opportunities:

Because of the unique nature of Hilton Head Island and the target market for The Breeze, there exist some additional promotional and revenue-generating opportunities should the LRTA decide to pursue them, including the following.

CHILDREN'S STORYBOOK ABOUT THE BREEZE

Local children's book author, Ann Eilers Lilly, has written and published *Scoot's New Home*, a picture book about a little boat with a big heart, which is a bedtime story about change. Set on Hilton Head Island, the book includes 16 original watercolors illustrating recognizable Lowcountry panoramas and landmarks. Children relate to the story, residents appreciate the local details, and visitors can take home a piece of their Hilton Head Island experience when they purchase the book.



The LRTA may want to commission an author to write and publish a companion book about The Breeze Trolley. This would represent a truly unique promotional opportunity to market the Trolley service and support the operation.

MASCOT

Because a significant target market for The Breeze service includes families with young children who are vacationing or visiting Hilton Head Island, Lost Art Communications recommends the development of a mascot for The Breeze service. A potential mascot could be Bree Zee the Egret, a local bird who is always catching The Breeze.

This character could be used at public events (perhaps a live egret from a zoo, a puppet or marionette, or even a volunteer in costume) and in promotional materials such as coloring books and sheets, on trinkets, and even in cartoons or games on the website or app.

Bree Zee would also be able to reinforce the educational opportunities on The Breeze and, of course, all around the Island.



FAMILY OF TROLLEY CHARACTERS

Along the same lines as the development of a mascot, the LRTA could consider developing characters that complement the naming of the individual Trolleys and other "friends" who are local animal species. Examples could include a Marsh Tacky Horse, an Alligator, a Dolphin, a Loggerhead Sea Turtle, and a Stingray. This family of characters could be used similarly as a mascot, in promotional items, coloring books, website, etc. These characters could be developed in partnership with the Coastal Discovery Museum as a cross promotion to enhance their children's programs and to promote the museum to visitors.