# Siemens Mobility High Speed Rail Comprehensive Campaign

Best Marketing and Communications to Highlight Transit Needs/Funding: Comprehensive Campaign



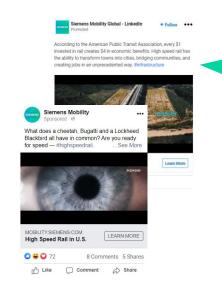
# Flight 1: June – July 2022



# **High Speed Rail: Moving America Forward**

### The Goal

- Brand visibility around high-speed rail in the U.S.
- Continue to educate people on why we need HSR in the U.S.
- Combating the negativity around wasteful spending



Webpage 359 page visits avg. time spent on page = 00:01:51

Paid Social 1.7M Impressions 3.1K Clicks 40% VCR

**Programmatic Ads** 

1.2M Impressions

4.5K Clicks



See For High Speed Rail USA Yourself

for the U.S. Siemens Mobility and high speed

Along for the ride

**High Speed Rail** 



### The 360°Campaign

- Trends Page High Speed Rail in U.S
- Key visual still image Velaro U.S.
- Insights post Marc Buncher
- Paid programmatic, social and SEM

🔊 🤊 As a Buy-America compliant rolling stock, rail frastructure and electrification manufacturer in the United States for nearly four decades and with 2,000 he vision laid out by Congressman Moulton. High-spee Rail would not only deliver a more sustainable and efficient transportation option for Americans, it would been disconnected from urban centers. HSR is the way of the world and I would love nothing more than to see



2,948,878

Paid Search 3.7K Impressions 3.96% CTR

High Speed Rail - Siemens USA

and complementary services

Shape today's and tomorrow's

Ad - https://mobility.siemens.com/high\_speed/rail + A train that offers a new perspective on high-speed & intercity transportation.

Fairs & Events

Discover our international participations & webinars Our portfolio

Discover our core business

Rail Solutions

Read more about the

passenger & freight transportation

Intermodal Solutions

evolving mobility ecosystem.

**IMPRESSIONS** 

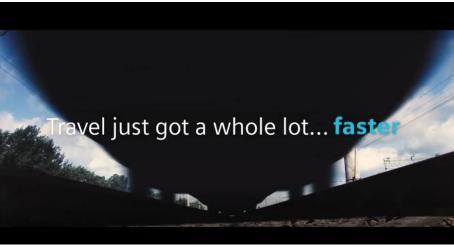
**Insights Blog** 

00:02:15 avg. time

spent on page

# **High Speed Rail Videos**





# **Web Applications**





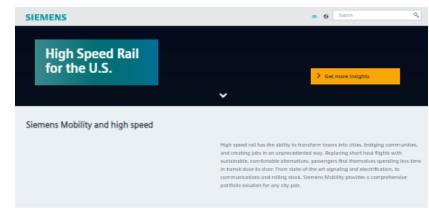


# Website landing page

# Trends Page High Speed Rail

- One interactive survey
- Q&A from our experts

359 page visits video views 00:01:51 time spent on page



### Along for the ride

A guide through your high speed journey



create significant economic

development opportunities for all

types of cities. According to the

American Public Transit Association.

economic benefits. It can expand

supporting the growth of technology

productivity through travel-efficiency

High speed rail service can help drive

development at train stations. It can

24,000 jobs. These are highly skilled

jobs created by rail development to supply transportation products and

services to local communities and

also broaden regional labor markets as every \$1 billion spent on rail creates

clusters and increasing business

higher-density, mixed-use

visitor markets and generate

additional spending while also

# **5**

At Siemens Mobility, sustainability is

at the core of what we do. A greener

tons of carbon dioxide per every 100

removing over 1 million cars from the

Saving money with every trip, our

equivalent of one gallon of fuel per

passenger over a distance of 700

high speed trainsets move passengers

travel. That's the equivalent of

Sustainability





### ssenger experience

Make yourself comfortable and enjoy a new way of travel with the ideal place to chill and chat. Business travelers, students and tourists alke will benefit from comfortable surjecting with ample legroom and the latest amenities on board our high speed trainess. Along with ADA level boarding and our climate control system that keeps all passengers comfortable, our trainisets ofer a quiet and comfortable ride no matter your reason for traveling.

Our trainests offer more space and larger luggage storage than an airplane, without the hasale of long TSA lines or crowded baggage claim. Our spacious ceech can set lyou easily more about so you aren't stuck in your seaf for the duration of the tride, and our cafe cars serve as a market-place on wheels with endless options to choose from. Ohy yeah, did we mention our trainsets are dog-tenoutly?

### Safety

We are the best in safety as the largest train confool corrupany in the world. and our proven technology meets ETCS standards. Our trainvests are proven and reliable with more than 1000 Sterment Mobility trainvest in use ascused the globe that have logged close to two billion miles in passenger operation.

Our high speed trainests have a versatile power supply that allows for increased passenger capacity and can easily master mountain passes even while carrying a full passenger load. And our comprehensive signal portfolio is based on proven and standardized components. This erables us to offer innoversive, ecotriendly solutions for maximum availability, efficient operation, and cost-effectiveness fundamental to the smooth and safe running of railway operations.



### Say hello to high speed

Arrive in comfort and high spend style as you travel from city to city on a train that combines proven technology with future oriented innovations. As a single source supplier and system integrates, our comprehensive portfolio includes vehicles, infrastructure and automation solutions for everything from light rail and metro services to commuter and regional trains as well as long distance and high spend trains. Our high spend rail can operate at more than 150mph and deliver you faster than at travel. Your new way of travel just got a whole lot faster.

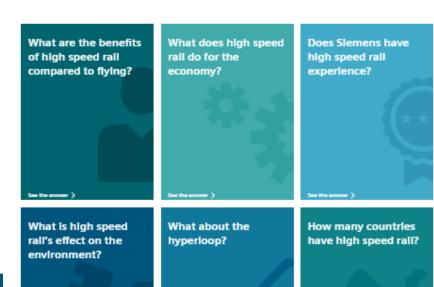




Community members wait in line for their turn inside a mockup of our birth speed rail vehicle outside of the Secrements. CA cardiol.

### Questions for the Experts

Have a question about high speed rail? Let us catch you up to speed:



High Speed Surve

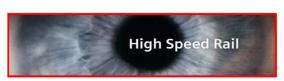
### Where would you like to see high speed rail in the US?

High speed rail is more than just a new type of public transportation, it is a regional connector. Living in Charlotte but have business in Birmingham? With high speed rail you can live in one part of the country and work in another without sacrificing time or money to do so. The fastest mode of ground transportation, high speed rail can bring together regions and make large distances seem a little smaller. With the projected rail investment, there is no distance that is too far.

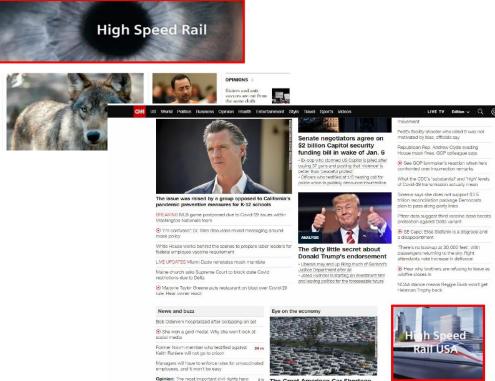
### Paid media

Programmatic – HTML5 (7 sec video) 970x250 | 300x250 | 300x600 | 320x50

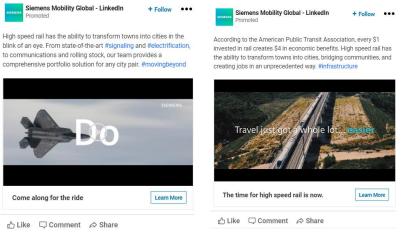




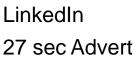
Biden's shift on masking creates political risks, policy challenges

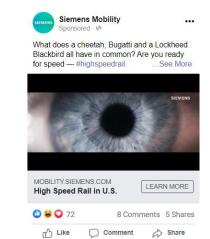


The Great American Car Shortage



### LinkedIn 7 sec Advert





Facebook 7 sec Advert



Instagram Story 7 sec Advert

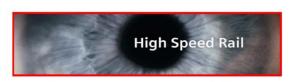


Facebook 27 sec Advert



### **Paid Media - Overall Results**

### The Washington Post



Biden's shift on masking creates political risks,

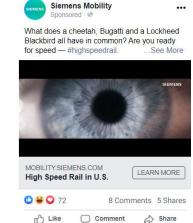




convicted sex abuser Larry



Trump's legacy will last. Other parts are already disappearing



A train that offers a new perspective on high-speed & intercity transportation.

Intermodal Solutions

evolving mobility ecosystem Rail Solutions

Shape today's and tomorrow's

passenger & freight transportation.

Not

Read more about the

Ad - https://mobility.siemens.com/high\_speed/rail + High Speed Rail - Siemens USA

Fairs & Events

Our portfolio

SIEMENS

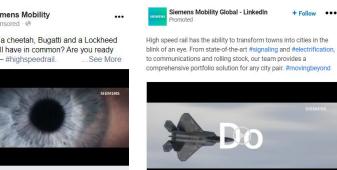
See For Yourself

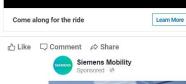
Discover our international

participations & webinars.

Discover our core business

and complementary services.



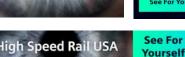




















The issue was raised by a group opposed to California's

BREAKING MLB game postponed due to Covid-19 issues within

White House works behind the scenes to prepare labor leaders for

LIVE UPDATES Miami-Dade reinstates mask mandate Maine church asks Supreme Court to block state Covid

Marjorie Taylor Greene puts restaurant on blast over Covid-19

Bob Odenkirk hospitalized after collapsing on set She won a gold medal. Why she won't look at social media

restrictions due to Delta.

Keith Raniere will not go to prison Managers will have to enforce rules for u

Opinion: The most important civil rights hero 2 h

The dirty little secret about

Donald Trump's endorsement

Liberals may end up liking much of Garland's

Justice Department after all - Jared Rushner Is starting an investment firm

and leaving politics for the foreseeable future

The Great American Car Shortage

edEx facility shooter who killed 8 was not motivated by bias, officials say

House mask fines. GOP colleague says See GOP lawmaker's reaction when he's

ma says she does not support \$3.5 lan to pass along party lines fizer data suggest third vaccine dose boosts

ection against Delta variant SE Cupp: Elise Stefanik is a disgrace and

There's no backup at 30 000 feet: With assengers returning to the sky, flight attendants note increase in defiance

(F) Hear why brothers are refusing to leave as

Heisman Trophy back



High Speed Rail USA

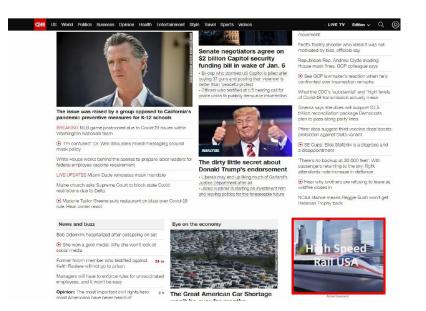
# 2,948,878 **Impressions**

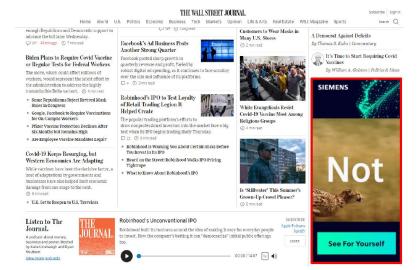
528,779 **Engagements** 

> 7,815 **Clicks**

39.61% **Video Completion Rate** 

### **Programmatic**





CNN was our strongest performing publisher at scale, delivering a 59% stronger than site list average.

- Video resulted in a 882% stronger CTR than display ads.
- Government transportation decision makers had a 512% stronger CTR than DOT targeting.

# **1,216,757 Impressions**

4,529 Clicks

0.37% Click Through Rate

438,713 **Premium Site Impressions** 

856,885
Government Target
Impressions



### **Programmatic Performance Overview**

# **Government Transportation Decision Maker Targeting**

- 512% stronger CTR than DOT targeting.
- 60% higher VCR than DOT targeting.
- 66% of total impression served to this audience.

# **Department of Transportation Targeting**

- Weakest CTR & VCR.
- Optimized campaign at two-week mark to support the better performing audience (Government transportation decision makers)

### **Video vs. Display Ad Performance**

- Video resulted in a CTR 882% stronger than display.
- Video delivered 27% of total impressions.
- Video delivered 79% of total clicks (3,600) with a 62% VCR.



### Location

**Most Impressions:** New York, Washington DC, Chicago, Philadelphia & Seattle-Tacoma **Highest CTR:** 

Miami-FT. Lauderdale

### **Display: Creative Size**

300x250 ad size had highest CTR and delivered the most impressions. 300x250 and 320x50 were the only sizes that drove clicks.

### **Buying Methodology**

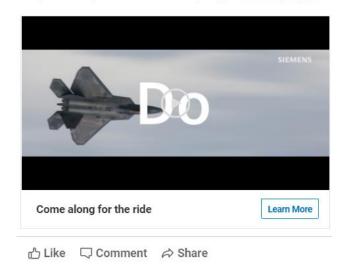
OX Video delivered strongest CTR. Site
List and OX Display drove same CTR
with OX running more efficiently.
Top performing sites: bbc.com, cnn.com,
inquirer.com, theatlantic.com,
houstonchronicle.com, sfchronicle.com,
baltimoresun.com and nytimes.com



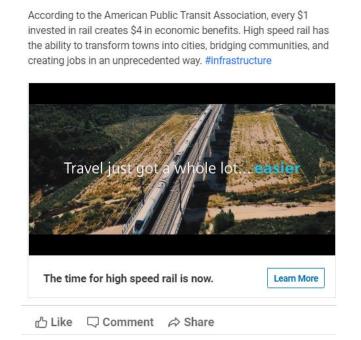
### LinkedIn



High speed rail has the ability to transform towns into cities in the blink of an eye. From state-of-the-art #signaling and #electrification, to communications and rolling stock, our team provides a comprehensive portfolio solution for any city pair. #movingbeyond



Our "Do not blink" 7-second-video was the most efficient video with highest completion rate.



Siemens Mobility Global - LinkedIn

Video with highest engagement rate, view rate and click through rate was our "Travel just got..." 27-second-long video.

# 60,785 Impressions

1.00% Engagement Rate

0.95% Click Through Rate

14,692 Video Views

3,769 Video Completes

25.65% Video Completion Rate

### **LinkedIn Performance Overview**

### Day of the Week

Highest engagement rates seen on Fridays or Sundays.

### **Targeting**

- Focus on Government Official and DOT audience generated high CPMs.
- This premium audience proved to be qualified and engaged with a strong ER, CTR and VCR.
- LinkedIn generated the best penetration to this audience segment.

### **Benchmark Performance**

- Second strongest CTR seen on LinkedIn for SMO North America.
- CTR 42% stronger than American Made Campaign.



### Location

**Most Impressions & video views** came from Washington DC, New York, Austin, Texas, Boston and Seattle.

### **Job Title**

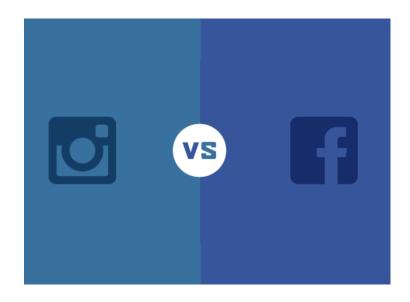
Highest video views: Staff Assistant, Office Associate, **Senator**, **Transportation** Specialist, Researcher, Transportation Engineer, Board Member, Project Manager, President and Legislative Director.

### Industry

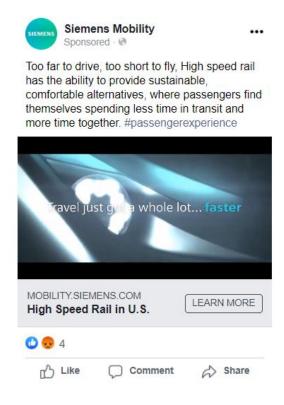
Highest video views: Legislative Office, Government Administration, Transportation/Trucking/Railroad, Civil Engineering and Government Relations.



### **Facebook**



Facebook (feed, instream, search, explore, marketplace) proved to be the strongest performer out of the platforms offerings with the algorithm favoring Facebook resulting in less than \$2.00 of spend on Instagram placements (feed/explore).



Our "Travel just got..." video had a slightly higher ER% and view rate at a CPM 12% more efficient. The shorter video produced the highest VCR.

# 1,115,767 Impressions

46.30% Engagement Rate

0.20% Click Through Rate

514,842 Video Views

217,906 Video Completes

42.32% Video Completion Rate

### **Instagram Story**



- Our first-time running paid Instagram Stories.
- Highest VCR compared to other placements.
- Generated lowest CTR compared to other placements.
- Strongest reach and performance to a younger audience (12 - 44).
- Most clicks/swipes came from users on iPhone followed by Android Smartphone.

# 551,783 Impressions

358 Clicks/Swipe Ups

0.06% Clicks/Swipe Up Rate

11,257 Video Views

5,723 Video Completes

> 50.84% VCR

### **Internal Communications**

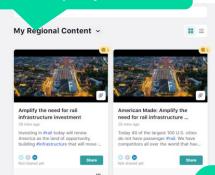
Amplifying the voices of our greatest assets: Our employees

Going beyond informing them... but engaging them

Letter to SMO US employees

# Amplify 2.0

ılı



Siemens World Article (read more)

Unrestricted | © Siemens Mobility, Inc. 2022 | SMO NAM CC

# Built for Excellence. Built with Pride.



Watch Part 1 of our #AmericanMade video series | Investing in American Rail!

Dear colleagues,

Our U.S. Mobility team has helped people reach their destinations safely and seamlessly for more than four decades. We are creating the legacy of U.S. rail for future generations, and our rail solutions support economic development, advance sustainability, and keep communities connected.

Now more than ever before, it is vital to highlight the importance of rail in America and its untapped potential for growth. And we all have the power to make a difference!

By leveraging the pride we have in our work, we can draw attention to the need for investment in next generation rail, the benefits of rail to the economy, and the human-side of manufacturing. These efforts will not just benefit our business, but our industry and economy overall.

In the coming weeks, we are excited to roll-out our #AmericanMade video series featuring employees, leadership, and suppliers across Mobility in the USA. Our products are built with excellence, built with pride, and built in America—and this is something we want to celebrate!

Click the link below to watch Part 1 of our video series and read more about how we keep America moving. Look out for the rest of the series on SiemensWorld, coming

Read more

### Show your pride!

Want to show your pride in Siemens Mobility and the work you do every day?

Use our Built for Excellence. Built with Pride. LinkedIn banners and Teams backgrounds in support of rail infrastructure!

Signature update

Send

To

Cc

Bcc

Subject

Your Name Here

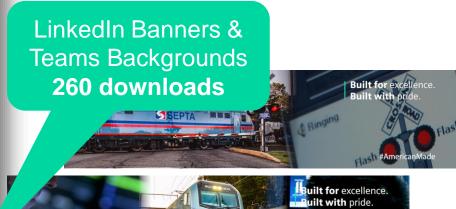
Siemens Mobility, Inc
SMO NAM
USA
Mobile: +1 555 XXX-XXX

usa.siemens.com/BuiltwithPride

Built for excellence.

Built with pride.

#AmericanMade





# Flight 2: Dec 2022

(will continue in Jan 2023)



## **Programmatic**



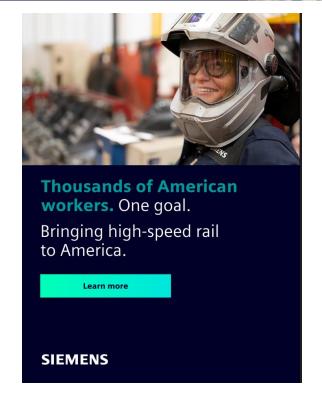








**Thousands of American workers.** One goal. Bringing high-speed rail to America. Learn more **SIEMENS** 





Now is the time.

The future of high-speed rail begins today.

Learn more

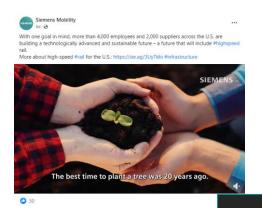




## **Organic Social Media**

### SMO LinkedIn -12/6

64 engagements 5.3k reached 1.2% ER



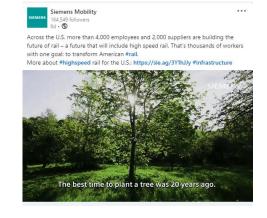
### SMO LinkedIn – 12/12

42 engagements 992 reached 4.2% ER

**TOTAL** ER 13.4%

### SMO Facebook -12/6

40 engagements 2.1k reached 1.9% ER



### SMO Facebook – 12/12

5 engagements 42 reached 9.3% ER





We've never been closer to turning high-speed rail into a reality here in the U.S. Well trained and well built, this is #AmericanMade rail to keep communities connected - transforming the everyday for millions of people. Read more about high-speed rail in the U.S. here:

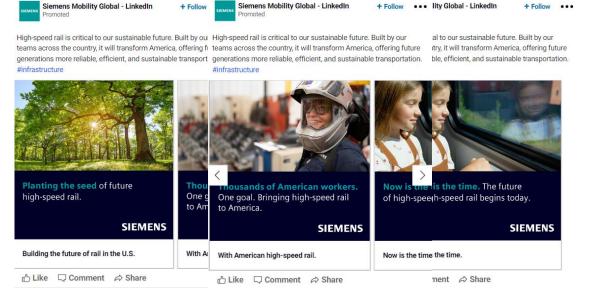


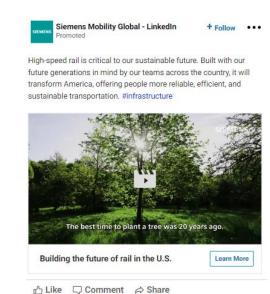


### Creative – LinkedIn

### Carousel Ad

• • • lity Global - LinkedIn









+ Follow • • •

High-speed rail is critical to our sustainable future. Built with our future generations in mind by our teams across the country, it will transform America, offering people more reliable, efficient, and sustainable transportation. #infrastructure



Transforming the everyday with American high-speed rail.

Learn More

Like 
 □ Comment 
 ⇔ Share

Siemens Mobility Global - LinkedIn

+ Follow • • •

We've never been closer to turning American high-speed rail into a reality. Our more than 4,000 employees and 2,000 suppliers, are building the future of #AmericanMade rail, transforming the everyday for millions of people with sustainable, reliable, and efficient transportation solutions, #infrastructure



Building a sustainable future. A high-speed

Learn More

△ Like 

Comment 

Share



### **Verge '22 Transportation Panel: High-Speed Rail Is Key to Achieving Global Net-Zero Emissions**

Featuring Siemens Mobility's Armin Kick, Vice President Locomotives and High-Speed **Trainsets** 







# **Navy Yard Station Takeover**

61K Impressions 80+ Placements Across Station

























**SIEMENS** 

### **Programmatic**

**1.5M Impressions** 2.8K Clicks **XXXK Video Views** 97.5% VCR Top Sites: Fox News, LA Times, CNN,

**BBC, CNBC** 

Now is the time. **SIEMENS** The future of high-speed







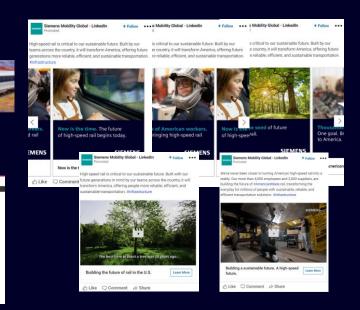


One goal. Bringing high-speed rail

SIEMENS

Now is the time

SIEMENS



### LinkedIn

**203K Impressions** 632 Clicks 100K Video Views 0.34% ER% 96% VCR Top Job Titles: Advisor, Program Specialist, Legislative Assistant, Senior Advisor

### **Trade Publications**

**Impressions** Clicks % CTR



# 1,830,440 **IMPRESSIONS**

### **Paid Search**

**203 Impressions** 210 Clicks 4.93% CTR

Ad · https://mobility.siemens.com/high\_speed/rail

Siemens Mobility - High-speed rail

We are building the future of American rail with our 4,000 employees and 2,000 suppliers. Learn more about how we can transform America with high-speed rail Increase availability. Sustainable mobility. Innovative solutions. Smarter...



**Navy Yard Station Takeover** 

**61K Impressions** 80+ Placements Across Station

### **Web Results**



### Transforming American Rail with High-Speed Rail

For decades, the United States has talked about high-speed rail, but now is the time to turn vision into reality. As our planet faces one of its greatest challenges, fighting climate change, transportation is key to lowering CO2 emissions. With zero emissions and a 100% electrified network, high speed rail can help the country move to a more sustainable transportation system. Doing so while spurring economic development and broadening labor markets at every city along the route, high-speed rail creates jobs, including high skilled manufacturing jobs. The market creation will expand the rail industry, an industry on which our country has been built for the past. 150 years and has continued to keep our nation moving. Truly high speed rail will happen here -



Know-how to transform American rail



towarding in high speed rail has the



confortable stating, ample legislary.





# 00:02:33 Avg. Time Spent

18 Video Views 33% VCR

### Transforming American Rail with Manufacturing



"I've believed in the vision since day one of my career here at Siemens Mobility. Being proud is a by-product of that choice and I've not looked back since. Now, 13 years into my role that feeling of commitment and pride is just as strong. I'm proud to support not only the business but the communities we serve as well."

Dianne Ubana, Operations Manager

### Technology to transform American rail

99 As a Buy-America compliant rolling stock, rail infrastructure and electrification manufacturer in the United States for nearly four decades and with 2,000 suppliers across 40+ states. We are excited about the possibility of high-speed rail in America. High-speed Rail would not only deliver a more sustainable and efficient transportation option for Americans, it would also create jobs and connect communities that have been disconnected from urban centers. HSR is the way of the world and I would love nothing more than to see this in



### Top performance for high speed

Have more questions about high speed? Contact our experts:



