copacino+fujikado

2013 Marketing Update

May 8, 2013

we are copacino+fujikado

Agenda

- Intercept Survey Findings
- Summer Campaign Implications
- Web & Mobile Implications

MORE PARKING. LESS CIRCLING.
DowntownSeattleParking.com

we are copacino+fujikado

Intercept Survey Findings Overview

Intercept Survey Objectives

1. Identify how visitors research parking *before* arriving downtown.
2. Isolate behavioral, attitudinal and experiential differences between Planners, Non-Planners and other types of users.
3. Evaluate the impact (if any) that technology and existing communication have on trip planning.
4. Shape creative, digital and media planning processes for Summer 2013 and beyond.

we are copacino+fujikado

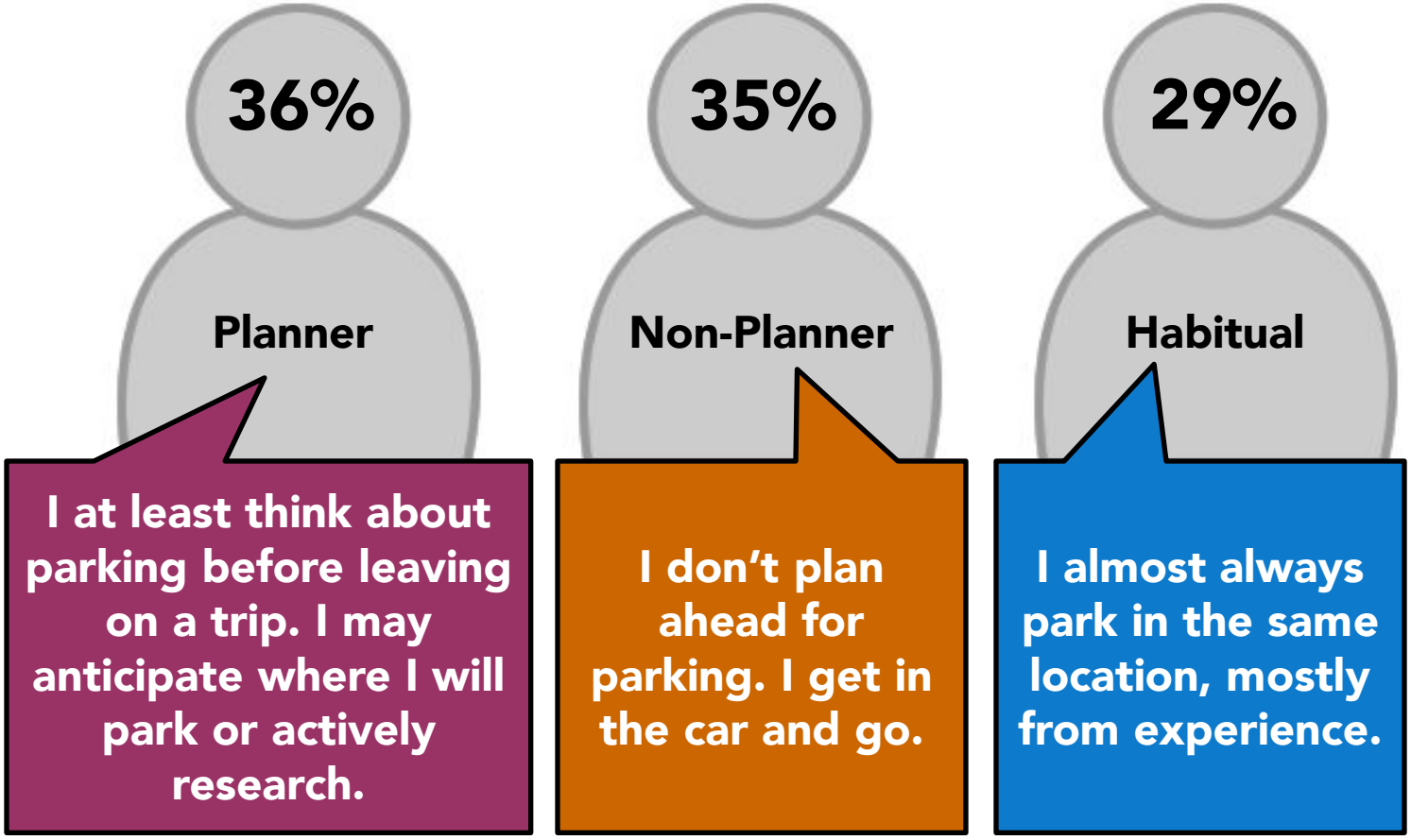
GMA RESEARCH

Research Methodology

- Face-to-face interviews (24 questions) in Pioneer Square (46%) and Central Waterfront (54%) on MON-SAT
- 431 completed interviews over 4 weeks in March
- None of the respondents had a reserved space
- None of the respondents lived in the downtown area: 89% Puget Sound residents and 11% "tourists"
- Respondents were paying customers using garages (47%), surface lots (43%) or street parking (9%)

we are copacino+fujikado

Key Findings: 3 Clear Audiences Emerged



we are copacino+fujikado

Key Findings: Opportunity with Planners

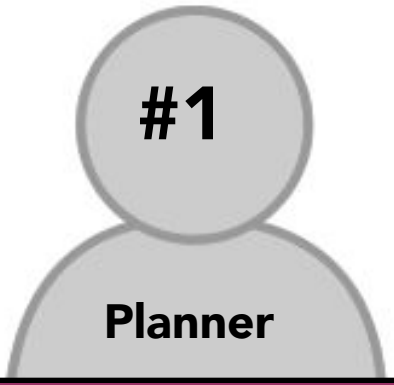
1. 36% of respondents at least think about where they will park before leaving for a trip (a.k.a Planners).
2. 41% of Planners have become more likely to research parking in the past year.
3. Planners are highly open to receive more information about parking via website or mobile experience.
4. Availability satisfaction is lowest among Planners (33%), making our work that much more important.

Additional Key Findings

1. Proximity and price are key factors influencing experience
2. 45% of short-term visits are work-related (65% in PSQ), spotlighting potential B-to-B opportunity.
3. Street parking has significant cost appeal; garages/lots with similar rates are highly favorable to all respondents.
4. Awareness of any parking communication effort is low
5. The most favored communication outlets are mobile, search and wayfinding.

we are copacino+fujikado

How Do We Reach Our Three Audiences?



Planner

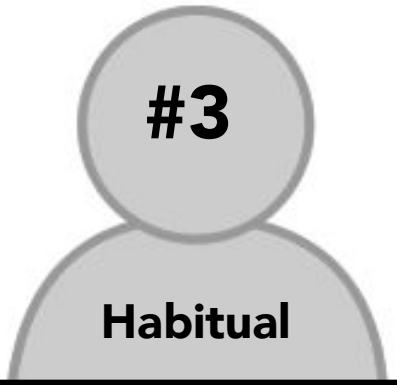
- Open to info, tools
- More likely to research
- Low awareness

Radio/Digital Media; Web & Mobile

Non-Planner

- Fewer trips
- Less aware of selection factors
- Possible to convert

More wayfinding; Some tech



Habitual

- Loyalty established
- Influenced by proximity, familiarity, price & hours

CRM; Stakeholder toolkit

we are copacino+fujikado

On To Summer: Campaign Considerations

Planners

- Search
- Online display
- Mobile ads
- Radio
- Print
- Enhance DSP.com

Non-Planners

- Non-traditional
- Out-of-home
- Print collateral

Habituals

- Stakeholder toolkit
- PR
- CRM

we are copacino+fujikado

Summer Campaign At a Glance

- Media Phase 1 begins May 27th (Memorial Day)
- Media Phase 2 begins June 17th
- Runs through September 29th

Note: budget has been set aside for sustain off-peak advertising in October/early November

we are copacino+fujikado

Intercept Surveys & Summer Campaign: Questions?

we are copacino+fujikado

DowntownSeattleParking.com

Mobile Site Upgrades

Why Go Mobile?

1. U.S. smartphone penetration estimated at 57%; increased 8% from November 2012 to February 2013.*
2. 13% of internet traffic goes to mobile devices (up 4% last 2 yrs)
3. Mobile traffic to DowntownSeattleParking.com increased 33% from Summer to Holiday campaign
4. In intercept surveys, 42% of Planners were likely to utilize a smartphone to find parking information, if available.
5. Opportunity to be leader in the space.

* Source: comScore 4/5/13

we are copacino+fujikado

DowntownSeattleParking.com

Existing Assets at DowntownSeattleParking.com

we are copacino+fujikado

DowntownSeattleParking.com

Native vs. Web App: What's The Difference?

Native App

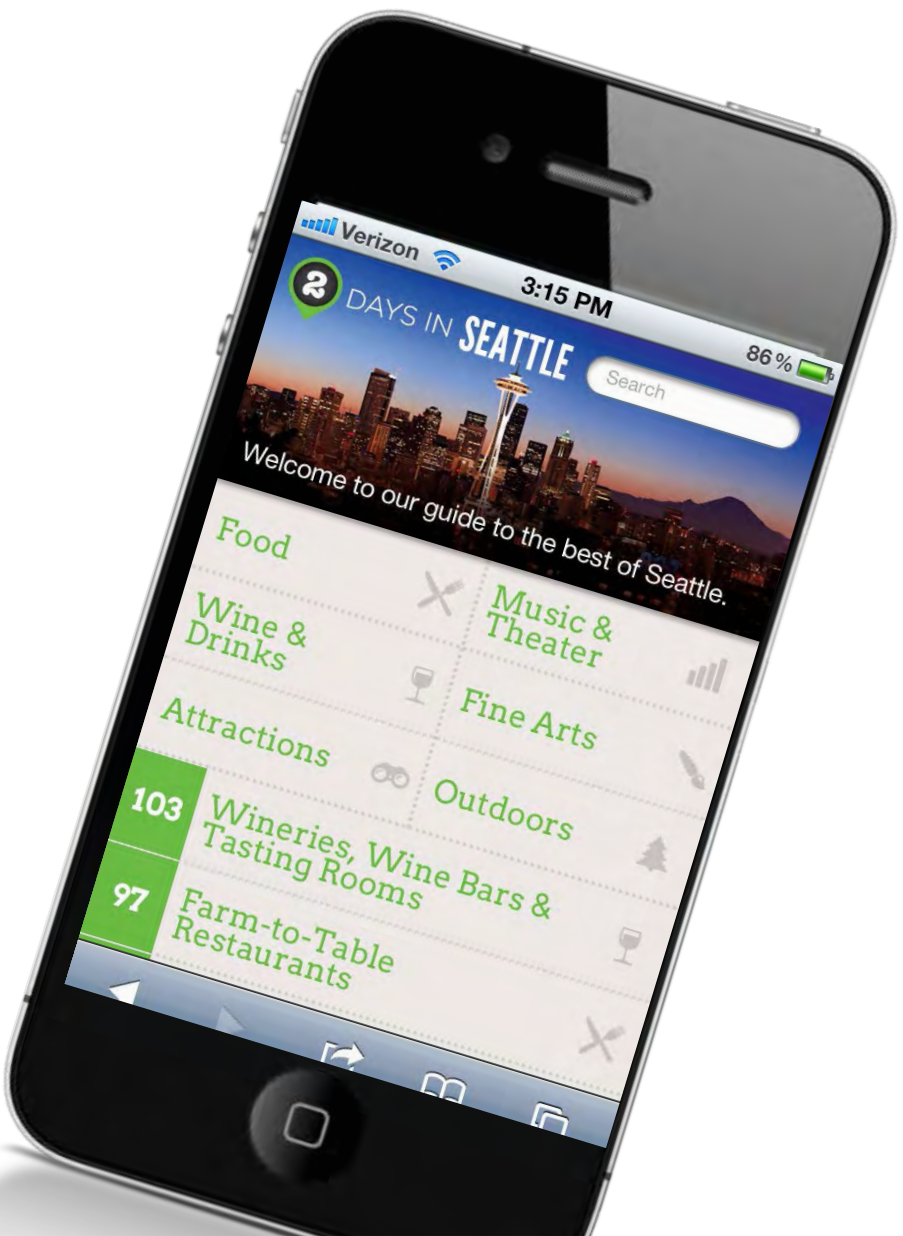
Standalone software that must be downloaded (iTunes, etc.) and runs in a platform-specific environment.

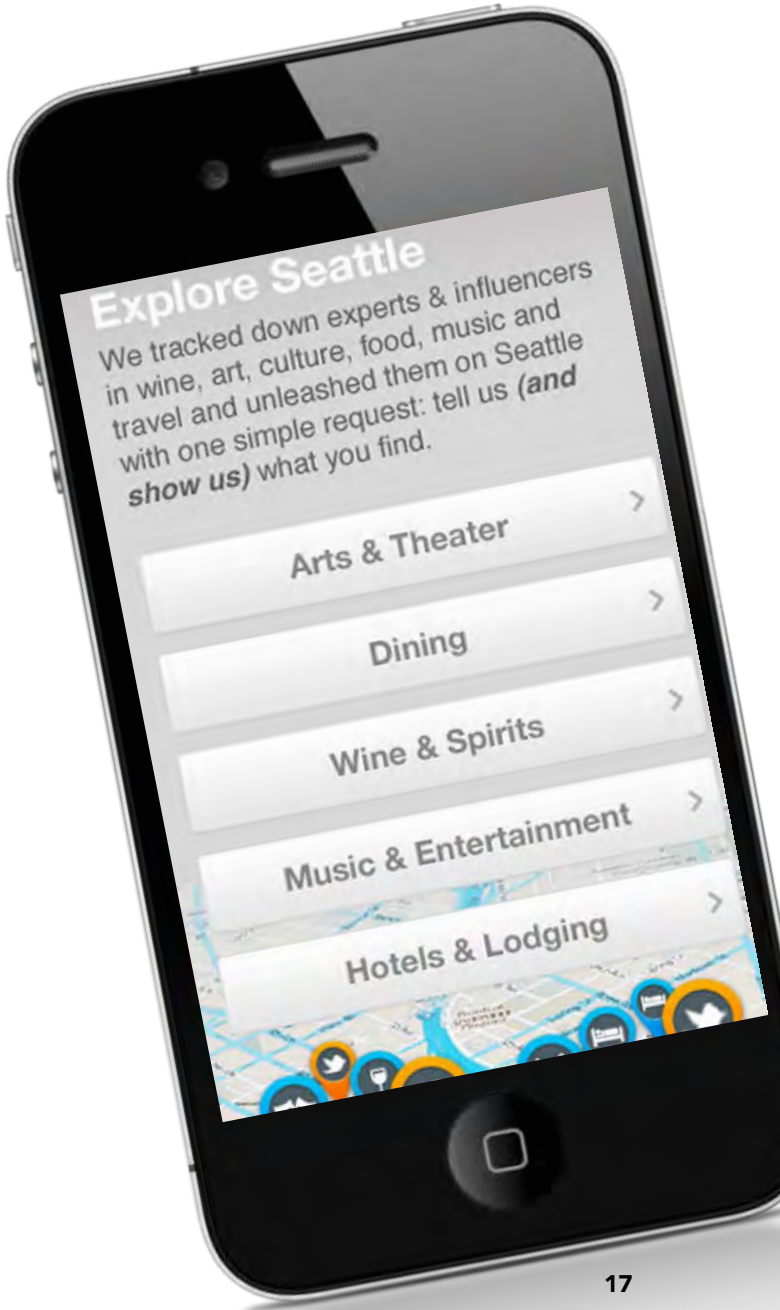
Examples: Instagram, Angry Birds

Web App

Runs in a web browser; functions on all platforms using a URL as its home.

Examples: Yelp.com, 2DaysInSeattle.com, Facebook.com


Verizon
3:15 PM
86 %
2 DAYS IN SEATTLE
Search
Welcome to our guide to the best of Seattle.
Food
Wine & Drinks
Music & Theater
Fine Arts
Attractions
Outdoors
103
Wineries, Wine Bars & Tasting Rooms
97
Farm-to-Table Restaurants


Explore Seattle
We tracked down experts & influencers in wine, art, culture, food, music and travel and unleashed them on Seattle with one simple request: tell us (and show us) what you find.
Arts & Theater
Dining
Wine & Spirits
Music & Entertainment
Hotels & Lodging

Why A Web App Is The Best Choice For Us

1. Directly accessible from DowntownSeattleParking.com (no extra step to download or additional messaging).
2. Utilizes the same functionality (incl. GPS) as most native apps.
3. Icon can be added to home screen, just like a native app.
4. Can be packaged as a native app at a later date.
5. 2x-3x less expensive because it doesn't need to be built for each platform (i.e. Android, iOS, Windows, etc.)

we are copacino+fujikado

DowntownSeattleParking.com

Next Steps – Mobile Development

May 13 – June 28

1. Design & Development (2 rounds of revision)
2. Competitive Review (ParkMe, BestParking.com, etc.)
3. e-Park considerations
4. Beta testing / expert review
5. Launch

Questions?

Thank You.