

Executive Summary

NTTA's Marketing Distribution

Overall Marketing Objective

The NTTA objective is to increase market share throughout north Texas through a combination of tactics and strategies that touch the widest range of our customer base including: brand awareness campaigns, grass roots marketing within the four counties (geographic and economic), community outreach and strategic partnerships. The overlay to this objective is a coordinated and cohesive message that identifies the NTTA as the toll provider of choice in north Texas with a focus on customers, economy, mobility and partnerships.

The unique element to the north Texas TollTag market is that there are multiple untapped geographic markets/locations. Historically, NTTA roads have been concentrated in a finite geographic region of Collin and Dallas counties. As NTTA expands its system throughout the four-county region, there is large and yet to be tapped market potential for TollTags, retail partnerships and operations.

TollTag Strategies and Tactics

NTTA marketing distribution initiatives are to increase the availability of TollTags throughout the north Texas region and put more tags in cars. The strategy is to provide solid messaging for having an NTTA TollTag, make it convenient to do business with the NTTA and establish strong marketing campaigns to consistently reinforce the message, sign-up locations and the role of the NTTA in north Texas. NTTA will continue to build on the tradition of maintaining its position as the single toll provider of choice in north Texas through the following main strategies.

1. Increasing customer and corporate accounts;
2. Strategic Retail Partnerships
3. Working in coordination with NTTA Operations to expand the TollTag opportunities i.e. parking garages, stadiums etc.

The Tagwagon: Mobile Marketing/Distribution

Office Visits

The NTTA visited over 125 offices in '07 with its mobile marketing unit the Tagwagon, a 38 ft. RV equipped with the ability to promote NTTA initiatives and distribute TollTags. Based on a strategy of "going to the customer" the NTTA targets medium to large office complexes with the goal of customer sign up at their convenience. Office workers have the ability to visit the Tagwagon, sign up for a TollTag and actually use the TollTag on the way home. Customers also visit the Tagwagon for updates on projects or clarification on recent media reports. Staff is always equipped with the necessary collateral/information to keep customers accurately informed.

For 2008, the TagWagon and staff will reach out in creative ways to smaller businesses (those with under 75 employees). Small businesses make up the majority of metroplex businesses and creating an outreach program with the limited staff resources available.

Festivals/Promotional Events

The Tagwagon attended over 130 festivals and promotional events in '07 with a dual mission. Festival attendance focuses on public outreach to reinforce the NTTA brand and the NTTA mission statement. TollTag distribution is also provided at festivals and promotional events. Opportunities vary from festival to festival depending on attendance, and can include print advertising opportunities, radio spots and/or banner presence. However, the one element common to all events is the ability to distribute TollTags.

Festivals and promotional events provide staff the opportunity to interact with existing and potential customers. It is the front line in regards to customer concerns; a benefit in that staff receives the information uncensored and can provide accurate, detailed information on site to rectify the issue.

Combined the Tag wagon saw distribution growth of 150% in '07 and has targeted specific areas and objectives to continue that growth in years to come.

Retail Distribution

Respectable Retail Partners: By targeting retail partners with strong community support, the NTTA can maintain its standing as a community partner while providing residents added access to TollTags.

The retail initiative is spearheaded by the ability to offer "special" packages to individual retail centers. These packages provide the retail customer an incentive that encourages the purchase of a TollTag from this particular location. For example: Pre-loaded tags to stores that require membership, i.e. Costco. Funds are set aside, provided by the vendor, and then loaded upon activation to a customer's card. The customer sees instant value in the TollTag provided by a trusted source and becomes a customer of the NTTA.

Partners with a common interest: The NTTA is targeting partners that share a common customer base such as dealerships and auto supply stores. The strategy is to not only distribute TollTags from these locations but to also provide branding opportunities to the retail outlet - telephone and address information - on the TollTag itself. This increases the chances of a repeat customer for the retail outlet, while providing yet another location for TollTag distribution and provides the TollTag added value to the customer. As an example, the American Airline Center sponsorship was instrumental in communicating the construction activities and closures at the south end of the Dallas North Tollway.

Third Party Outreach (Municipalities): Within the past year, this program has seen substantial growth in number of locations and interest throughout north Texas. The program partners with cities to serve as TollTag distribution centers. The NTTA provides the TollTags, applications and marketing material for the location; the city provides a designated place (generally the water payment desk) where residents can come in and sign up for a TollTag. The resident receives an active TollTag upon completion. For every TollTag issued by the city they receive \$5 from the NTTA. The program establishes the NTTA as the toll provider of choice by associating with the cities our customers live in, while making it convenient for them to do business with the NTTA. Also included in the Third Party Program are select Albertson's and Kroger's food stores.

Marketing Strategy

The NTTA takes an aggressive – yet, responsible – approach in providing the public with the knowledge and information necessary to make educated decisions in regards to signing up for a TollTag. Strategies are developed with measurable ROI as the key source of a campaigns success. Demographics are identified based on the objective and the message, then a plan is developed based on the patterns of the demographic. Campaigns in '07 included: ZipCash – the drive now, pay later tolling option, NTTA Rate Increase, SH 121 initiatives and the Get a Tag Month campaign. In addition to campaigns, year round advertising and messaging was delivered via key media partnerships. Initiatives that will see a strong marketing backing in'08 include:

- The introduction of sticker tags
- The two-year transition to all electronic tolling
- The roll out of a new product offering (Day Pass)
- The transition of SH 121 billing and operations
- Reinforcement of ZipCash
- Focused campaigns (geographically) to increase market share and educated customers on new products and services.

Core TollTag Messages include:

- Save Time, Save Money – Reinforces the key benefit of a TollTag and traveling the NTTA system.
- Interoperability – Stresses the ability to use the TollTag on any toll road throughout the state, a key benefit in expanding customer base.
- Family Pack of Tolls – Reminds customers the ability to have three tags on one account at no additional charge,
- Parking at Dallas Fort Worth International Airport and Dallas Love Field – Provides added value and another reason to sign up for a TollTag.
- Reinforcing the NTTA brand: Trusted mobility provider, reputation for excellence, proven history of success in the region and proven history of success and leadership within the industry.

Consistent messaging: The NTTA has developed partnerships with reputable media organizations to establish sources of consistent messaging throughout the year to maintain brand awareness and relevance in the market. Those partnerships include:

- **WFAA.com** - The online initiative is important in that sign-up is easy and cost efficient in terms of cost per TollTag. WFAA.com is consistently the number one television website in the DFW area and more than 90% of visitors are local. Partnership includes the ability to issue targeted emails to select zip codes, and banner ads on neighborsgo.com - sites that are community specific. These sites are valuable in promoting new sign-up locations and news and events that affect a particular segment of north Texas. Sites used to establish NTTA as community partner. In addition, this partnership is used to communicate to customers and potential customers about construction and roadway projects.
- **Various Mainstream Radio Stations:** Radio partners are utilized on a case by case basis and measured against which stations can provide the most reach in helping deliver the NTTA message. Parent companies of stations utilized in previous campaigns have included: CBS Radio, Cumulus, Metro Networks, Service Broadcasting and Univision. The NTTA employs the use of diverse

stations to ensure that all target audiences are reached. Included in radio packages are live remotes, designed to increase foot traffic at key Customer Center locations.

Focus Groups

Key to the success of any organization in sustaining market share is the ability to receive customer feedback, track trends and the flexibility to address those needs while not losing sight of the overall marketing objectives. The NTTA has established proven measures that collect both quantitative and qualitative data including:

- Web Support – A variety of email addresses that customers can submit complaints, concerns or feedback on any topic related to the NTTA. A system is in place that assures an accurate response is provided to the customer in a timely manner.
- Focus Groups – Performed throughout the year with set topics and used to develop messaging points or test advertising material or key communication points.
- Mystery Driver – A program that utilizes customers as “secret drivers” to provide data on customer touch points throughout the NTTA system.

Future Growth

The NTTA will continue to maintain and strengthen our market share within north Texas through methods that have proven successful while keeping an eye on market and industry trends. The NTTA has identified key initiatives/product launches that will assist in establishing an even stronger share of the market while solidifying our relationship with our existing customer base. As we transition to Electronic Tolling, the NTTA marketing team is looking for additional ways to communicate with the customer base and attract new customers.