

MDOT Tech Talk

TRANSIT LOYALTY PROGRAMS

BRANDMOVERS, INC.

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BRANDMOVERS OVERVIEW

Brandmovers is a global leader in **developing and executing** engaging **loyalty and incentive programs** that create genuine connections between brands and their most valuable customers.

We transform typical concepts into purpose-driven, impactful, and delightful engagement experiences that customers love.

- 20+ years of experience in loyalty and brand promotions with major global brands
- Team with 25+ years experience in loyalty program design
- Best in class technology with a flexible, scalable solution
- Partner of Metrolink and OCTA

20+ Years
Experience

300+
Happy
Clients

3,000+
Programs
Launched



What We'll Cover Today

1. Loyalty Program Design for Transit
 - a. The Idea - "What's in it for everyone"
 - b. Foundational Principles
 - c. Core Elements
 - d. Common Pitfalls
2. How Does Loyalty Technology configured to support this Design
 - a. Rider Data
 - b. Engagement
 - c. Rewards
3. Social Explorer and OCTA Demo



Solving the Why? Program Design Core Tenets

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THE IDEA

“What’s in it for everyone?”

Transit Authority

- Consistent rider interaction - Direct Communication
- Rider-specific insight, including ticket purchases from fare collection machines and mobile
- Provide additional value to your riders - utilization of funds and budget
- Additional channel for rider feedback and appreciation

Community

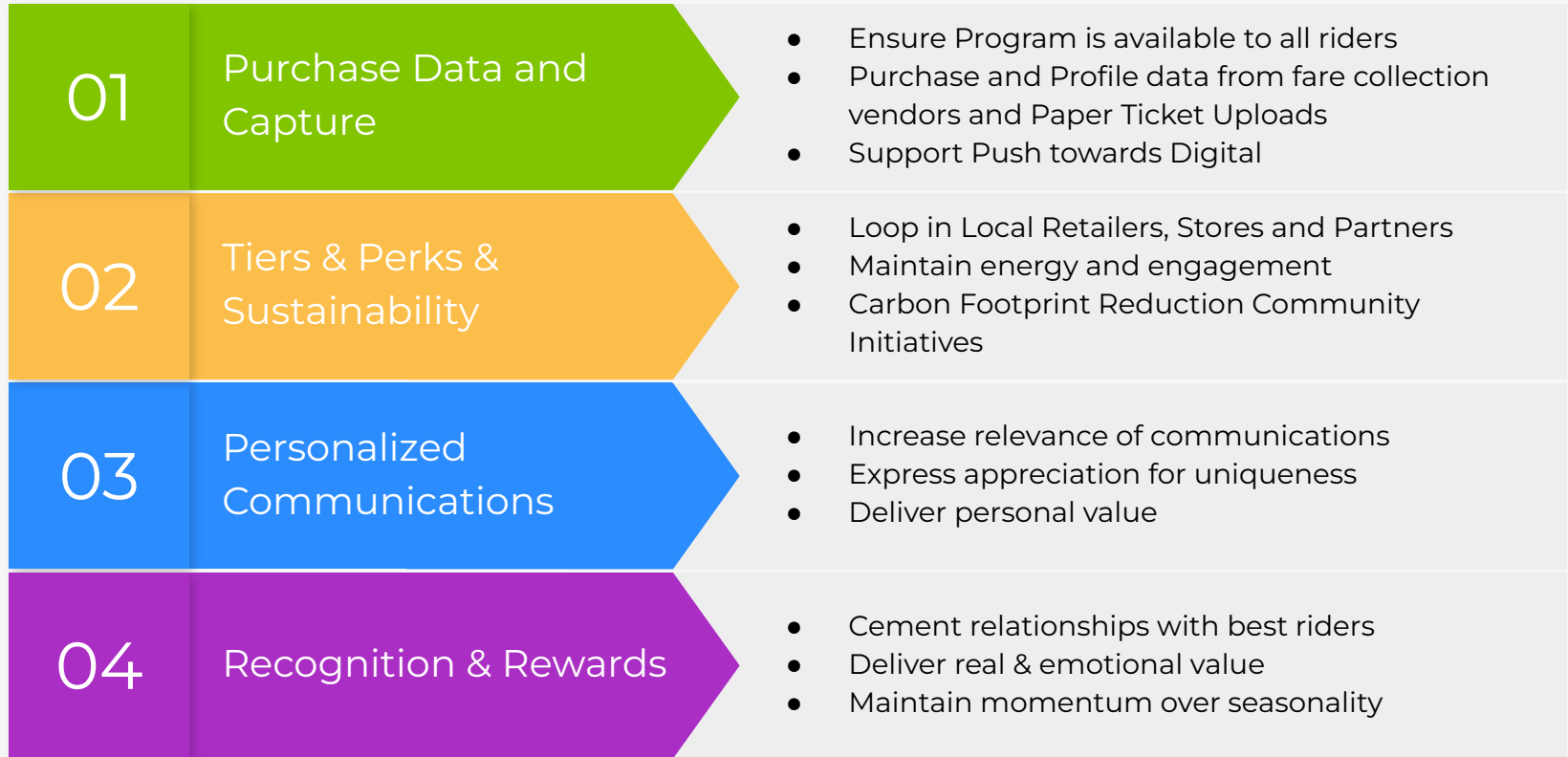
- Partnerships - partner with local businesses for promotions and special offers
- Environmental Sustainability Awareness - Mindfulness of Reduction in Carbon Footprint

Rider

- Economic - incremental perceived value
- Engagement - bonuses, environmental
- Experience - enhanced rider centric experience
- Emotion - Access to exclusive benefits, perks and offers



Core Elements of Loyalty Marketing and Design (Transit)



Common Pitfalls in Loyalty Program Design

No Tech = High
Administration

Earning rules that do
NOT motivate

Insufficient
communications

Set it and
forget it



Loyalty Tech

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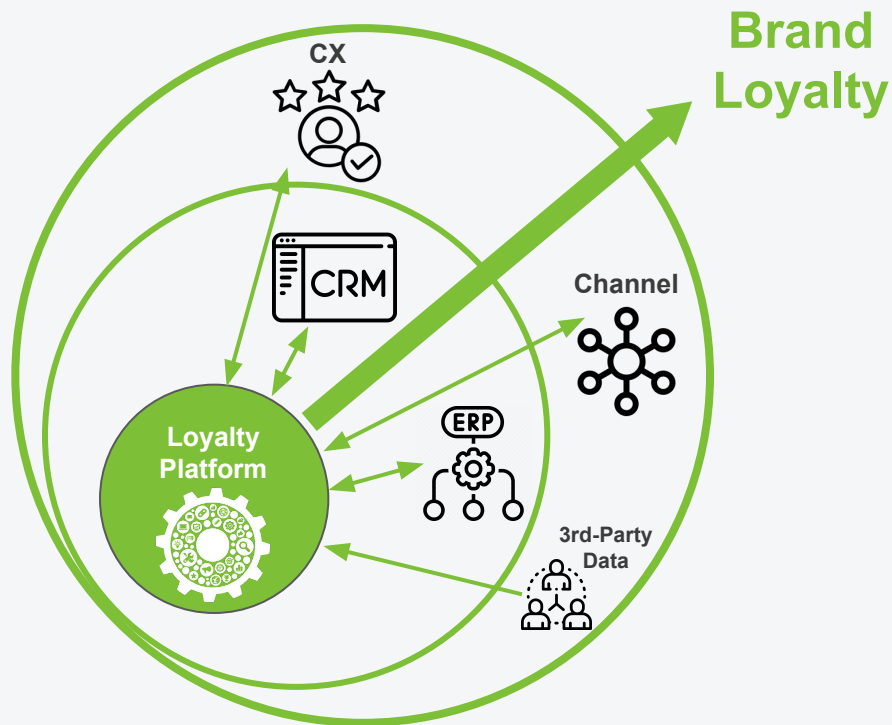
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Part of your Ecosystem

Loyalty platform technology powers an experience-based program, and it enables broader data cooperation, **fueling activation, overall marketing efficiency and the relationship with your riders.**

Whether you develop loyalty as a standalone app, bolt on to your ticketing app or as a mobile first website, it will quickly become a primary interaction point with your most valued customers.

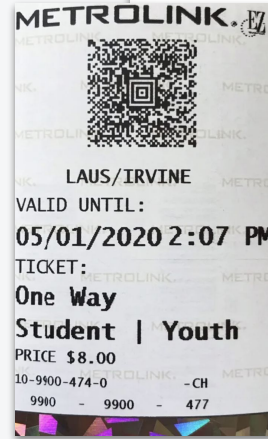


Purchase Data or Rider Data

Access data you have not been able to capture.

- Ensure Program is available to all riders
- Purchase and Profile data from fare collection vendors and Paper Ticket Uploads
- Support Push towards Digital
- Mobile Ticketing - SSO

For ticketless or fee free services internet access points can serve as a ridership tracker using device ID and other tracking mechanisms



Details13ptsBack




Image #0

Consumer ⓘ

Michael Beniche

Transaction ID

4669539

Transaction Status


Approved

Product Count

1

Purchase Date

2021-08-12



WELCOME, DAVID HARRIS

SOCAL Explorer

UPLOAD PAPER TICKETS

Take a photo of your paper ticket and upload to earn your rewards. Please note your points for mobile app ticket purchases will automatically be applied to your SoCal Explorer account.

Choose file

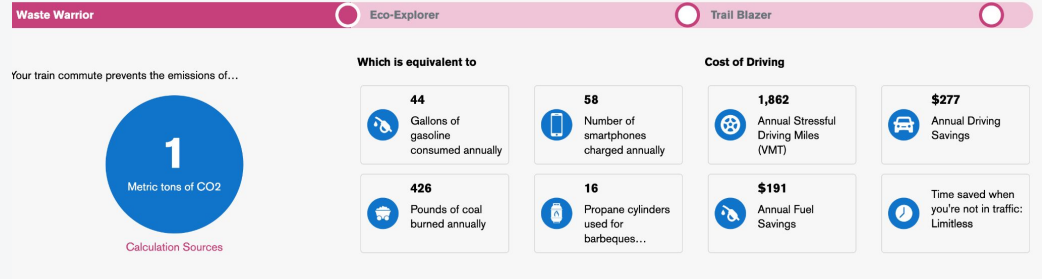
Browse

Purchase Date

MM/DD/YYYY

SUBMIT






Engagement

Drive Engagement through constant communication, involvement and feedback from your riders

- Surveys
- Polls
- Rider Feedback

SoCal Explorer

 **METROLINK®**


David Harris invited you to join Metrolink's SoCal Explorer Loyalty Program!

Take a ride with me on Metrolink!

Click below to register and confirm your email.


[Accept Invitation](#)

OC BUS Rewards 25,000 PTS BALANCE



The OC Bus Mobile App
The easy way to collect points!

When you use the OC Bus mobile app, your loyalty points are added automatically to your account. No pass photos needed.



Perks & Benefits & Rewards

You need to give your best customers a reason to become even better by providing soft benefits

- Loop in Local Retailers, Stores and Partners
- Maintain energy and engagement
- Carbon Footprint Reduction Community Initiatives
- Free WiFi

REDEEM TICKETS

How would you like to receive your ticket?

Mobile Ticket

Paper Ti

NEXT



Metrolink Dad Hat
4,600 points



Arrow Dad Hat
4,600 points



Metrolink Bucket Hat
4,600 points



Arrow Bucket Hat
4,600 points



Live Event Card \$25
5,000 points



Live Event Card \$50
10,000 points



Dining Advantage \$25 Cards
5,000 points



Dining Advantage \$50 Cards
10,000 points



20% Off Room Stay

Show your SoCal Explorer Card at check-in.

Arroyo Vista Inn is a bed and breakfast inn located in South Pasadena. We welcome local family and friends as well as guests from all over the world. Amenities include hot breakfast, wines and snacks during our happy hours. We also host community events like wine tasting.

arroyovistainn.com



AVENTON

5% Off Bike Purchases

Aventon designs and manufactures the best-value bikes in the industry without compromising quality, durability and comfort. Whether you are commuting



Demo Examples - OCTA and Metrolink

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