



Marketing the SunPass Mini

Team Florida May 8, 2008

Florida's Turnpike Enterprise

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BACKGROUND

- **Launch SunPass Mini July 1, 2008**
- **Available at Publix, CVS, Sedano, Navarro, and Turnpike Service Plazas**
- **Will not initially be on-line**



ADVERTISING OBJECTIVES

- **Intro the Mini in a multi-platform campaign**
- **Stagger the intro by market**
- **Lead with PR...follows with ad campaign**



TARGET AUDIENCE

- **Use toll roads**
- **Do not own a SunPass**
- **Less frequent toll road users**
- **Potential 95 Express users**



CONSUMER INSIGHTS FROM PRIOR RESEARCH

- **More disorganized**
- **Not Type A**
- **Less value on time**
- **Not early adopters**
- **Do not like disruption**
- **Not mathematical**



ISSUES TO OVERCOME

- **Actual toll road usage**
- **Price of entry (\$50)**
- **Purchasing issues**
- **Security and anonymity**
- **Lack of stimulation and motivation**



COPY STRATEGY


Introducing the New SunPass Mini – Now Only \$4.99

Reasons to believe

- **More affordable...toll rebate of \$4.99 with registration**
- **Smaller and thinner**
- **Save on product and save on tolls**



MANDATES

- 
- **Toll credit only if you register**
 - **Mini MUST adhere to the window**
 - **Requires activation...\$10 minimum**



TARGET ATTITUDES

The image features three overlapping circles on a light blue background. The top circle is white and contains the text 'Finally I can afford it' in blue. The bottom-left circle is dark blue and contains the text 'It might be worth it now' in white. The bottom-right circle is orange and contains the text 'Well, if it's that easy' in black. The circles overlap in the center, creating a Venn diagram-like structure.

**Finally I
can afford it**

**It might be
worth it now**

**Well, if it's
that easy**



MESSAGE



Feels Good

**Pays for itself
registration/usage**

Price: Just \$4.99



THE CREATIVE

LANES YOU LOVE- billboards

NEW SUNPASS MINI \$4.99



At Publix. & CVS/pharmacy

LANES YOU LOVE - billboards



SUNPASS MINI \$4.99
GET \$4.99 IN TOLL CREDITS WITH REGISTRATION.



At Publix. & CVS/pharmacy

LANES YOU LOVE - billboards



 **SUNPASS MINI \$4.99**

A billboard with a pink background. On the left, the rear portion of a silver car is visible. To the right of the car, the text "SUNPASS MINI \$4.99" is written in bold black letters. Below the text, a horizontal line of seven red hearts is drawn.



MAKES THE ROAD A HAPPIER PLACE.


PREPAID TOLL PROGRAM

At Publix. & CVSpharmacy

A billboard with a pink background. The text "MAKES THE ROAD A HAPPIER PLACE." is written in red, all-caps letters. Below the text, a horizontal line of seven red hearts is drawn. In the bottom right corner, the SunPass logo is displayed, featuring the words "SUN" and "PASS" in green with a yellow sun icon, and "PREPAID TOLL PROGRAM" in smaller black text below it. At the very bottom of the billboard, the text "At Publix. & CVSpharmacy" is written in black.

MINI GREEN - billboards

SUN PASS
PREPAID TOLL PROGRAM

mini

kinda sorta free
(includes \$4.99 in tolls with registration)

\$4.99

MINI STICKER - billboards

**peel and stick.
AND SAVE.**

SUN PASS[®]
PREPAID TOLL PROGRAM
mini 4⁹⁹

At Publix. & CVS/pharmacy

MINI STICKER - billboards

the only auto expense
GOING DOWN.



SUN PASS[®]
PREPAID TOLL PROGRAM
mini 4⁹⁹

At Publix. & CVS/pharmacy

SPOKES CAR - billboards



NEW **SUNPASS MINI \$4.99**

YOU SPEND MORE ON TWO GALLONS!



At Publix. & CVS/pharmacy

TESTING THE CREATIVE – FOCUS GROUPS

- **April 29 Ft. Lauderdale**
- **April 30 Miami**
- **May 1 Tampa**