

## 6<sup>th</sup> ASECAP Marketing Workshop Zagreb, 12<sup>th</sup> April 2019



# Marketing and Communication Activities of HUKA members

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# MOTORWAY NETWORK IN CROATIA

## Hrvatske autoceste

■ 925,8km (70.4% of total network)



## Autocesta Rijeka-Zagreb

■ 187 km (14.3 % of total network)



TOTAL 1.313 km

## AUTOCESTE U REPUBLICI HRVATSKOJ MOTORWAYS IN C ROATIA

### LEGENDA / KEY

- TUNEL DUŽI OD 3 KM / TUNNEL LONGER THAN 3 KM
- TUNEL S NAPLATOM / TOLLED TUNNEL
- MOST S NAPLATOM / TOLLED BRIDGE
- MOST / BRIDGE
- DRŽAVNA CESTA / STATE ROAD
- GRANIČNI PRIELAZ / BORDER CROSSING

DRUŠTVO KOMPNANI	AUTOCESTE OPERATOR	DE ETROKONKACIONARNA DE CROSSING CONCESSION	OZNAKE (DZIGRABENOSTI) STATUS OF CONSTRUCTION	KM U PROMETU KMN DE RICE
HRVATSKE AUTOCESTE d.o.o.				925,8
AUTOCESTA ZAGREB d.o.o.				187
BINA ISTRA d.o.o.				141
AZM MAČEŠLI d.o.o.				60
UKUPNO U PROMETU 01.01.2017. / TOTAL IN SE. RVICE AS PER 01/06/2017				1.313,8

Ⓜ Dijkom autoceste A1 od Zagreba do Brijuna upravlja ARZ d.d. / Part of the motorway A1 is operated by ARZ d.d.  
 Ⓜ ARZ d.d. upravlja dijelom autoceste A7 / Part of the motorway A7 is operated by ARZ d.d.

## Bina-Istra

■ 141 km (10.8% of total network)



## Autocesta Zagreb-Macelj

■ 60 km (4.5% of total network)



# I. COMMUNICATION WITH CUSTOMERS

## 1.1. PROVIDING GENERAL INFORMATION

- customer satisfaction analysis tools (survey, questionnaires...)
- information about the company and the network through web/apps...
- regular and seasonal information on tolls
- special activities for tourists during summer (water distribution, relax zones at rest areas, trip planner, leaflets...)



# SERVICE QUALITY MEASURING TOOLS

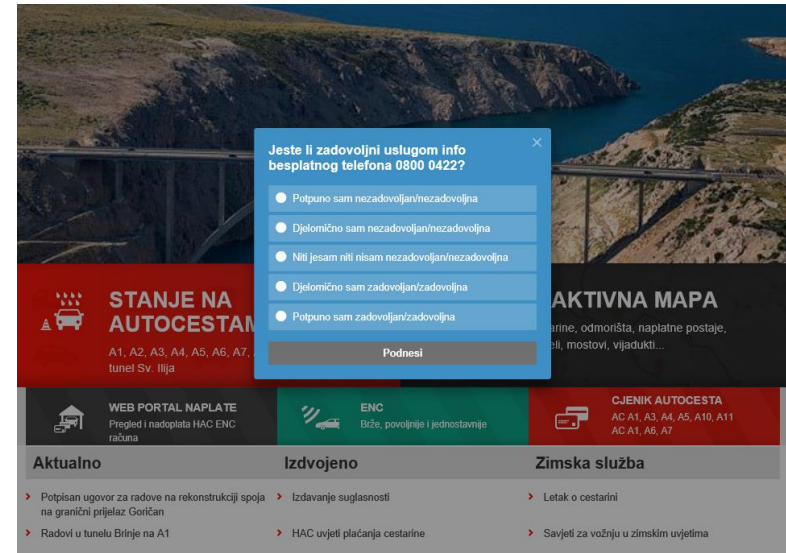


- mystery shopping
- survey conduction via touch-screen stand
- systematic e-mail questionnaire

➔ **94%**  
of satisfied users



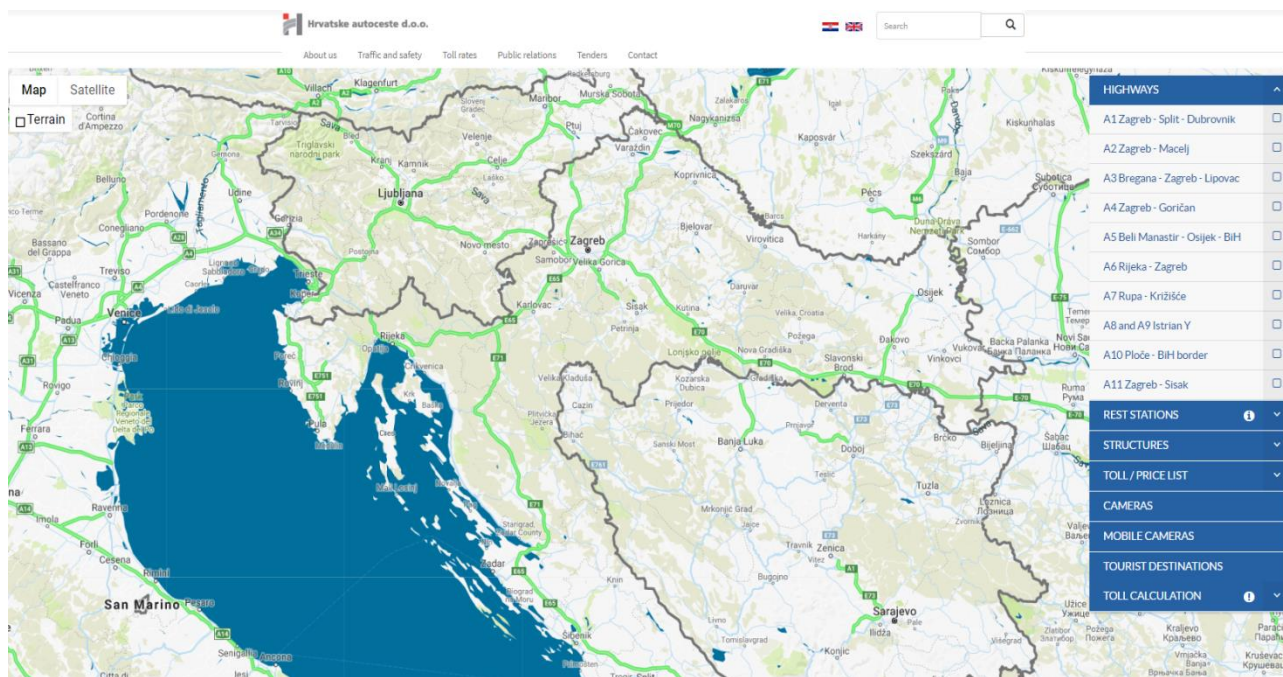
- customer survey on the website
- questions are changing with regard to the desired feedback
- useful information for business improvement
- mystery shopping



# INTERACTIVE MAP

## Main functionalities:

- rest stations
- toll price calculator
- cameras
- tourist destinations



# “DRIVE RESPONSIBLY, ARRIVE SAFELY!” CAMPAIGN



AUTOCESTA RIJEKA-ZAGREB d.d.  
DRUŠTVO ZA GRAĐENJE I GOSPODARENJE AUTOCESTOM

- promotion of motorway driving safety tips, proper use of child car seats and driving in wintry conditions
- multilingual flyers, car refresheners, “Baby on board” stickers and water bottles
- distribution through points of sale and booth lanes
- cooperation with Croatian National Tourist Board



# SUMMER ACTIVITIES



- driver assistance with quad vehicle
- cooperation with Red Cross
- relax zone for drivers



# I. COMMUNICATION WITH CUSTOMERS

## 1.2. TOLL INFORMATION AND PROMOTION

- toll information through web/apps/
- dissemination of flyers on tolls
- education of tolling staff
- posters on toll promotion
- prize games with toll packages as awards
- adds in medias (tv, radio, newspapers, Internet)
- launch of new packages or benefits





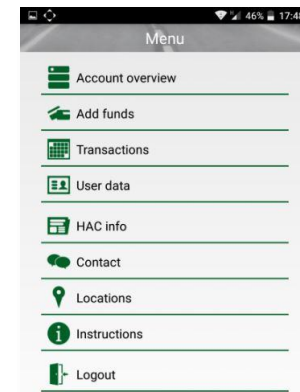
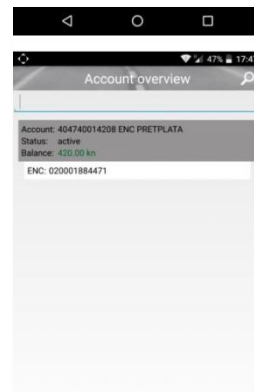
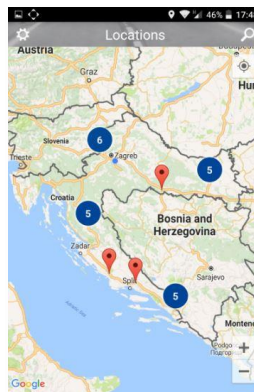
# DIGITAL CUSTOMER COMMUNICATION



In addition to WEB SHOPS available by all motorway companies with ETC systems companies develop more advanced digital solutions

## HAC ETC mobile application main functionalities:

- account check & refill
- passes check
- contact HAC
- points of sale info
- instructions for use



# TOLL INFORMATION AND PROMOTION



- prize game for ETC promotion
- 3 questions on safe driving topic
- electronic PDF flyers with toll information in 8 languages
- HAC web site, foreign media and Croatian National Tourist Board foreign offices

## The highway toll

Toll is calculated based on actual kilometres travelled on tolled segments and the relevant vehicle category. Toll is paid at the toll collection points and may be paid in cash and by American Express, Drivers, MasterCard and Visa, Maestro or using the ETC device (electronic toll collection).

Non-residents may pay toll in € according to the relevant foreign exchange list of Zagreb's banks on the toll payment date. Seasonal toll prices for IA, I and II vehicle category apply from 16<sup>th</sup> June to 14<sup>th</sup> September. In the season, the unit price of tolls is 10% higher.

Comparison of non-seasonal and seasonal toll prices for I and II category of vehicles on most frequently used motorway sections

Motorway section	I group		II group	
	Non seasonal price (HRK)	Seasonal price (HRK)	Non seasonal price (HRK)	Seasonal price (HRK)
A1 Zagreb-Buzovje (Split)	80	200	20	30
A1-A2 Zagreb-Rijeka (Zadar)	30	77	17	139
A2 Zagreb-Goričan	44	47	15	72
A2 Zagreb-Uginec	139	140	101	212
Brijuni	7	7	9	10
ički most	35	39	48	51

1 EUR = approx. 7,46 HRK

### Vehicle category

IA	I	II	III	IV



## ETC PACKAGE PROMOTION

- loyalty Program for ETC users (exclusive prizes and special benefits)
- possibility of winning ETC device for free with bank card registration
- individual approach to existing and new ETC users
- intensive promotion of post-paid ETC package through campaigns over the year



# PROMOTION OF EXPRESS TOLL LANES



- non-cash payments
- no waiting /quick passages
- marked by orange lines and plates before plazas



## 2. SOCIALLY RESPONSIBLE MARKETING

- promotion of socially responsible behaviour, raising awareness about neuralgic issues such as fire, use of mobiles, safe driving, ...)
- education of young drivers through driving schools
- visits of young drivers to CCMT on motorways
- call for solutions towards targeted universities and educational institutions to get innovative ideas from young students in different categories of motorway management



# TRAFFIC SAFETY EDUCATION



- backing the project "Safe Driving License"
  - ↳ prevention and awareness of young people on traffic safety
- backing the project "The day without mobile phones in traffic"
  - ↳ prevention of using the communication equipment in traffic
- native advertisement about driving in strong wind conditions



# TRAFFIC SAFETY EDUCATION

- visit to CCMT centers and facilities



# TRAFFIC SAFETY EDUCATION



- organizational support for educational workshops and practical safety drills in traffic
- educational program was organized in 5 zones of theoretical and practical activities



## INNOVATIVE EDUCATION PROGRAM FOR EMPLOYEES



- Skill improvement for employees in direct contact with motorway users
- Higher user satisfaction and experience





# FIRE HAZARD PREVENTION EDUCATION

- educational flyers with fire prevention advices
- cooperation with Croatian firefighting association
- distribution through inserts in daily newspapers and points of sale



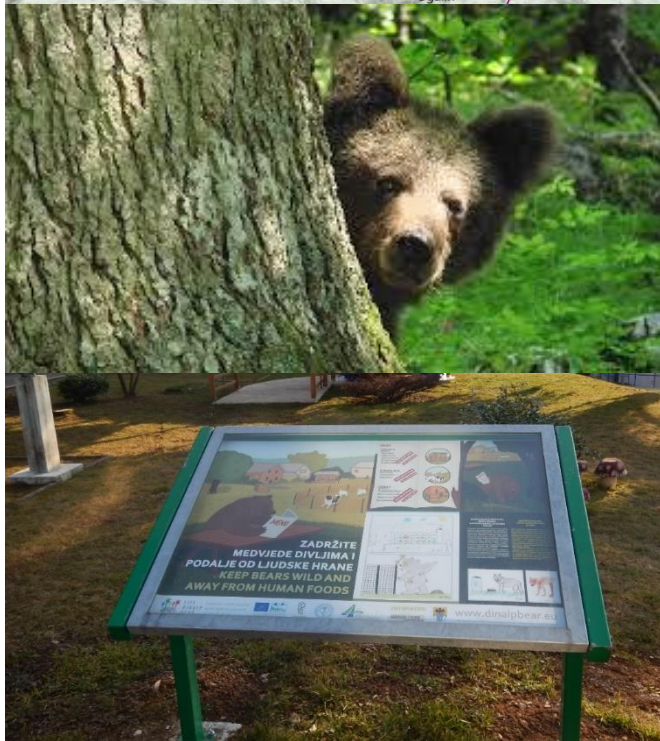
# „MIND (Y)OUR OWN BUSINESS”



- student Innovation Competition in cooperation with academic community
- rewarding and implementation the most innovative student ideas on motorways in Croatia



# ”LIFE DINALP BEAR” PROJECT



- project on prevention of road accidents with wild animals, in particular brown bears
- installement of electric protection fences
- 30 exit doors, 6 stone jump-out ramps, 32 containers
- project success – no accident with bears on ARZ motorway and increase of brown bears population by 2.5 times over last 20 years

## Communication with public about the project

- annual newsletter and 2 flyers
- 2 info points and 6 info tables at rest areas
- workshops with children, youngsters and adults, conferences and round tables





**Thank you for your attention !**



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