



from Motorcycles to People

from transactions to behaviours

*ASECAP Marketing Workshop
Copenhagen, February 2017*



Brisa

In Brisa's new vision...

From...

Price segmentation based on vehicles



To...

Lifetime value based on customer



...Segmentation is a key marketing tool

We identified several segments...

B2C

Distance	Long	Leisure riders Foreigners	Professionals
	Short	Weekenders Millenials Senior	Commuters
		Low	Heavy

B2B

Fleet size	Big		Rent-a-Cars Big Clients
	Small	Small Business	Medium Clients
		Low	High

...to whom we are designing new offers based on their profile

Motorcycles are gaining relevance



Avoids traffic



Easy to park



More eco-friendly



Cheaper
(acquisition + maintenance)



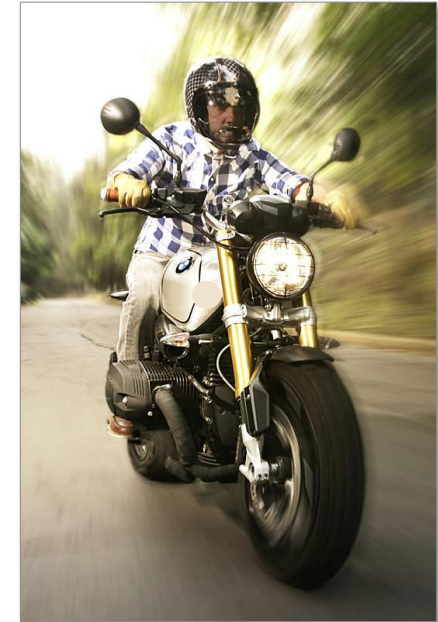
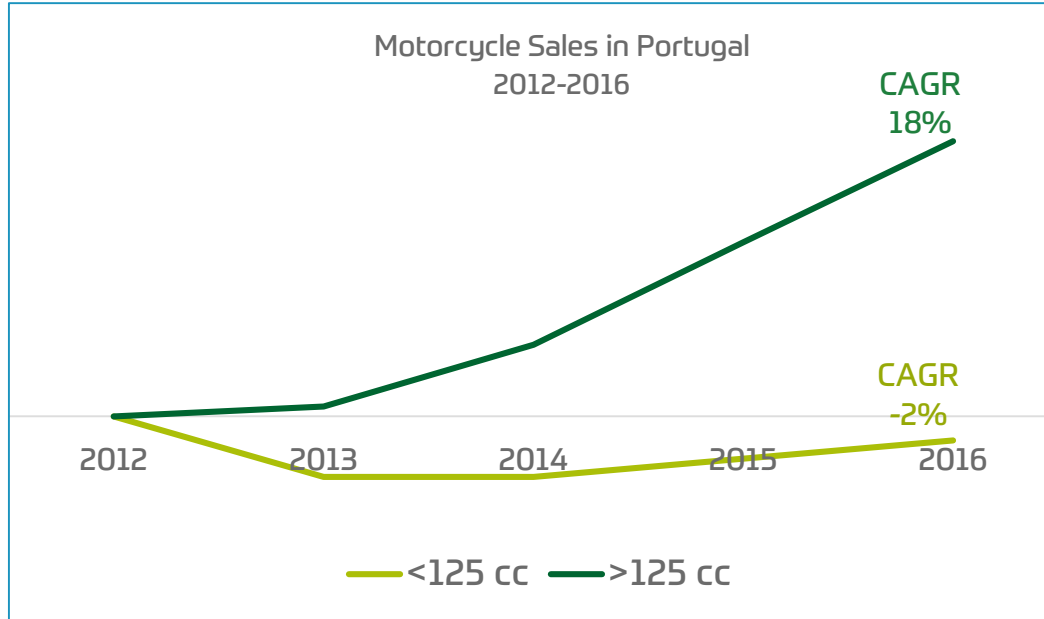
Easy access to driver
license



Access to city centers
(smart cities)

Motorcycle sales are growing at a fast pace

Portuguese motorcycle sales are growing...



... and the same in Europe, on a lower rate

10% of total light vehicle park

1% of Via Verde Clients

0,1% of toll revenue



Brisa has low penetration on a segment with very positive outlook

But, looking from motorcycles to people...

... we change our perspective



80% of Via Verde Clients with motorcycle also own a car
... and they worth 36M€

Motorcyclists are Premium Via Verde Clients

We identified 2 relevant groups

Leisure Riders



- Use motorcycle to **travel** and leisure rides
- Do **long trips**
- They are **seasonal users**: travel mainly in warmer seasons

Commuters



- Use motorcycle mainly for **displacement** purposes
- Do **short trips**
- They are **frequent users**: travel all year

Commuters are the new trend!

What more do we know?

They don't use the highway because of the perceived high price
They don't know we offer a 30% toll discount

Because we don't communicate with them



The motorcycle segment hasn't been efficiently addressed so far

The challenge is...

Convert motorcyclists into Via Verde clients

Make them actually use the highway

And increase their loyalty

A digital marketing campaign



Communication & Engagement

Understand consumer profiles and meet their needs



Partnerships

Involve brands and stakeholders



Data

Get and share insights with partners and cross sell

With an exclusive online offer



ANDA CONSIGO DE MOTO

ADIRA JÁ E TENHA
30% DESCONTO
EM TODAS AS PORTAGENS

OFERTA EXCLUSIVA ONLINE

Adira à Via Verde online em www.viaverde.pt e ganhe:
- Bolsa para identificador
- Embalagem lubrificante corrente 100ml

VIA VERDE

Motorcycle clients should feel they're special

On top of the 30% toll discount, we want new clients to feel delighted

So, we'll offer them much more than a simple OBU...

But a motorcycle special pack containing:



OBU



OBU holder



Free Sample



Wrap up

Motorcyclists

A fast growing segment in Portugal

They are Premium Clients (own + 1 OBU)

Wrap up

More than vehicles,
we serve people and we need to understand
their behavior

Wrap up

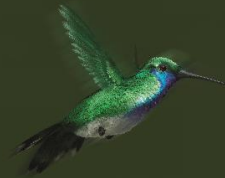
We're addressing this segment,
with a specific value proposition

(30% toll discount, new OBU holder, WD40 sample product & new pack)

Wrap up

We believe proactive communication
with motorcyclists is a great business opportunity

Our target is a 25% increase in ETC motorcycle clients for 2017



Thank You

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