

WiFi: asfinag-guest  
Password: fsTrzw2m!



*Association Européenne des Concessionnaires  
d'Autoroutes et d'Ouvrages à Péage*

## 7<sup>th</sup> ASECAP MARKETING WORKSHOP

Marketing campaigns and actions to promote  
**TOLL ROAD INFRASTRUCTURE**



Vienna, 28<sup>th</sup> of February  
2020

Hosted by:



# WELCOMING

Master of ceremony: Ursula Zechner, Managing Director, ASFINAG

*Christophe Boutin, ASECAP President*

*Josef Fiala, CFO, ASFINAG*



# ASFINAG IN FIGURES

**42**

motorway maintenance depots

**2,233**

kilometres of roads

**~2,900**  
staff

**32.4 billion**

kilometres driven per year

**6**

toll stations

**9**

traffic management centres



# ASECAP Introductory message

**Malika Seddi,**

*ASECAP Secretary General Delegated*

**Emanuela Stocchi,**

*ASECAP Chair of Road Safety, Environment & Marketing  
committee (COPER II)*

1<sup>st</sup> Panel:

## Presentations and interactive Q&A

Moderator:

**René Moser**

*Senior EU and International Affairs*

*Manager, ASFINAG*





# Presentations and interactive Q&A

Moderator: René Moser, ASFINAG

- **Customer Involvement in ASFINAG chatbot programme**  
Werner Fritz, ASFINAG, Austria  
Sonja Eigner, ASFINAG, Austria
- **Easy Travelling with ANPR**  
Ole Lykke Christensen, Sund & Bælt Holding A/S, Denmark
- **Ascendi's Road Safety Campaigns**  
Filipe Melão, ASCENDI, Portugal
- **Marketing in a Digital world**  
Luis D'Eça Pinheiro, BRISA, Portugal
- **30 % program discount on toll subscription proposed on French networks**  
Malika Seddi, ASFA, France



# **The floor will be yours!**

**Share your thoughts & experiences with us  
and challenge us with your questions!**

Offered by:



# Customer Involvement in ASFINAG chatbot programme

**Werner Fritz & Sonja Eigner,  
ASFINAG, Austria**



# ASECAP WORKSHOP MARKETING & COMMUNICATION

## CUSTOMER SERVICE / CUSTOMER INVOLVEMENT AND ASFINAG CHATBOT

Werner Fritz - Head of Customer Service Department

Sonja Eigner - Chatbot Architect

Vienna, 28<sup>th</sup> February 2020

## ASFINAG Customer Service – 1st Key Aspect

### Omni-Channel Communication

**Handling customer enquiries and  
complaints on toll fines**

– via communication channel selected by  
our customers.

- 24/7 service
- ~700,000 contacts via **phone and written** communication
- 700 **personal consultation sessions**
- ~3,200 **chats** and 13,000 **chatbot conversations**
- Visits to about 30 fairs and events
- Support to currently **43,000** newsletter subscribers

## Customer Service is More

When customers are put into the centre of one`s business activity, a variety of sectors are involved:

- Product and Service Policy
- Quality and Process Management
- Human Resources and Employer Branding
- Communication and Marketing
- Innovation and Sustainability

## ASFINAG Customer Service – 2nd Key Aspect

- Using results of empirical market research, we provide valuable input to the ASFINAG departments.
- We support further development of services by involving customers.
- We use key figures such as the Customer Orientation Index and the Customer Satisfaction Index to incorporate customer focus in our strategic work.

### Customer Centricity

#### Pushing Customer Orientation

– via Market Research  
and Customer Involvement

# ASFINAG Customer Service Practical Example of how the Key Aspects work together

**Omni-Channel  
Communication**

**Customer  
Centricity**



# **CUSTOMER INVOLVEMENT IN ASFINAG **CHATBOT** PROGRAMME**

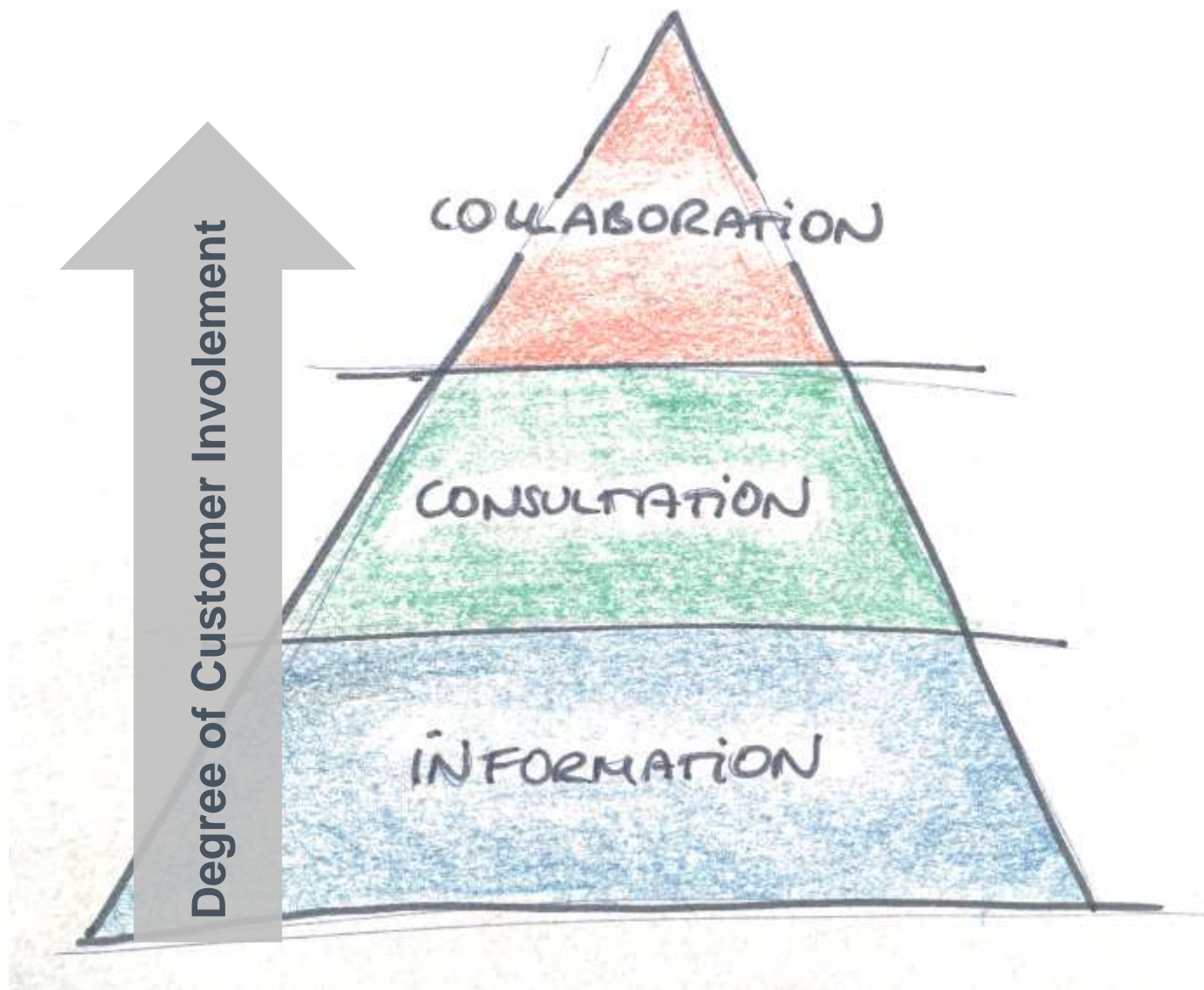
Sonja Eigner

Chatbot Architect – Customer Service Department

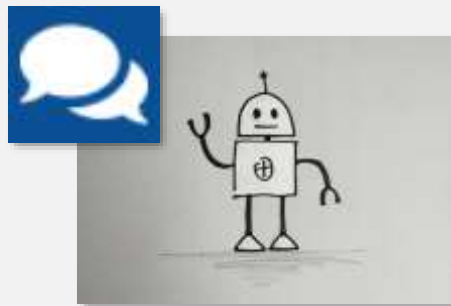


Looking back at last year`s workshop in Zagreb:

# Stages of Customer Involvement



Today we will focus on:



## **Customer Involvement @ASFINAG** as part of the customer service strategy.

ASFINAG integrates the whole model of customer involvement on various levels.

## **Chatbot project** as a practical example of

how we use information, consultation and collaboration to design a service that addresses the needs of our customers.

# Chatbot Programme – Customer Involvement

## Chatbot Projects



### Webshop Apr. 2018

- Content-only chatbot in our webshop → [shop-asfinag.at](https://shop-asfinag.at)
- Information on digital toll products for vehicles up to 3.5 t MPW



### GO-Maut Dec. 2019

- New Chatbot → [www.go-maut.at](https://www.go-maut.at)
- Information on GO-Box and toll over 3.5t MPW
- Customer Involvement as project strategy

## Chatbot Programme – Customer Involvement

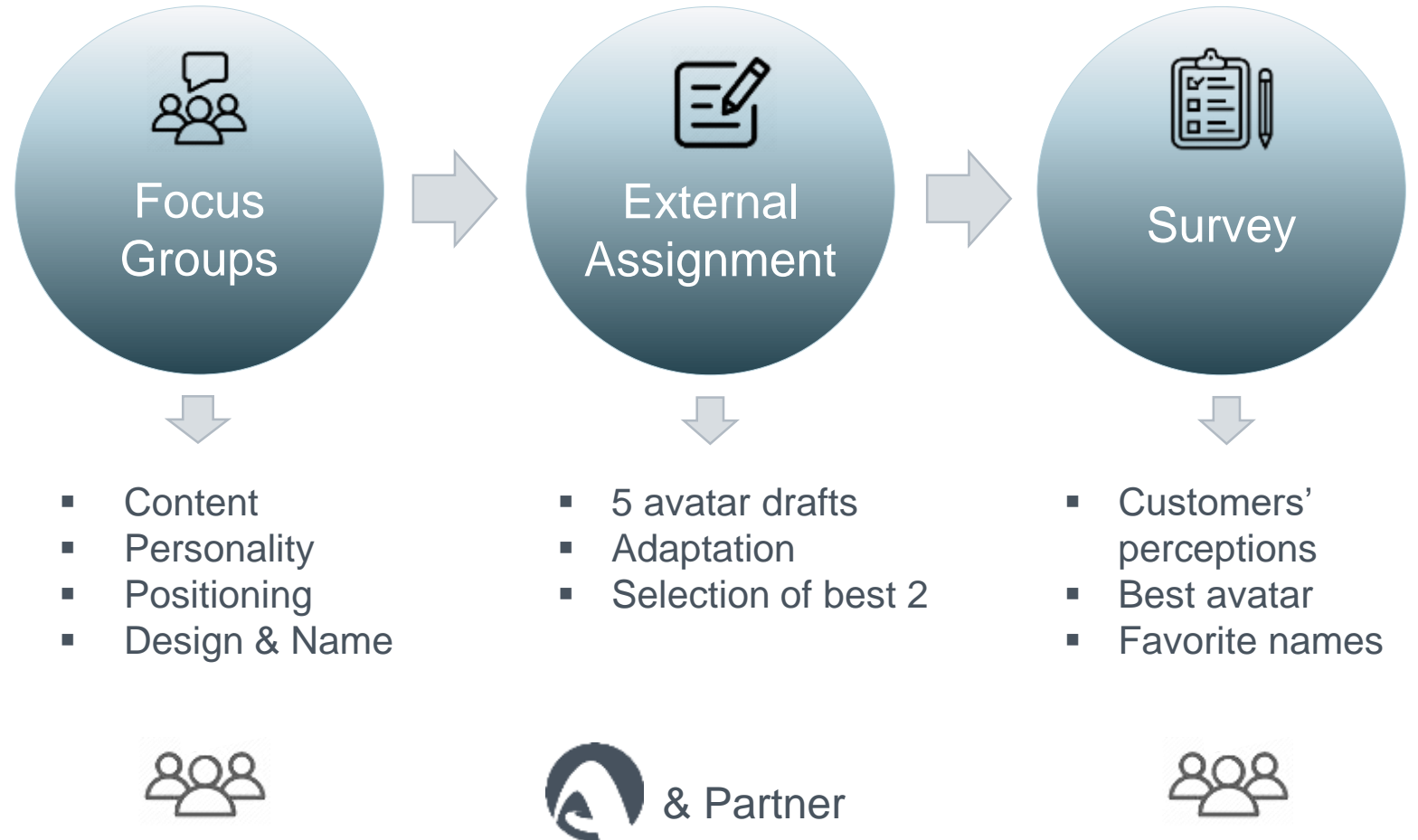
# Chatbot Project 2019

**Key  
Factors**

# Chatbot Programme – Customer Involvement

## Key Factor

### Customer Involvement



# Chatbot Programme – Customer Involvement

## Key Factor

Technology



### Market Analysis – Requirements for Chatbot Tool

- Proven technology
- Well functioning system
- Quick in-house creation & adaptation of complex content



**IBM Watson Assistant**



# Chatbot Programme – Customer Involvement

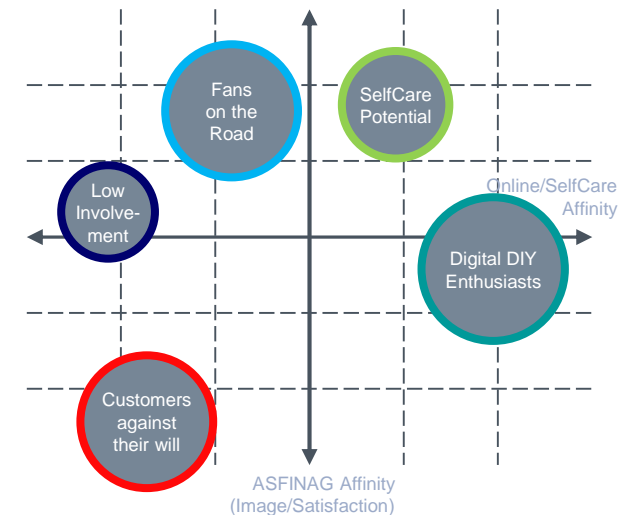
## Key Factor

Editorial Office



### Editorial Groundwork - Defining Content

- Target group analysis
  - Using Customer Segmantation & Customer Insights
  
- Identifying Customer queries from
  - Experience from first bot project
  - Written communication analysis (E-Mail, Live Chat, Service Center etc.)
  - Focus groups



# Chatbot Programme – Customer Involvement

## Key Factor

Service  
Operation



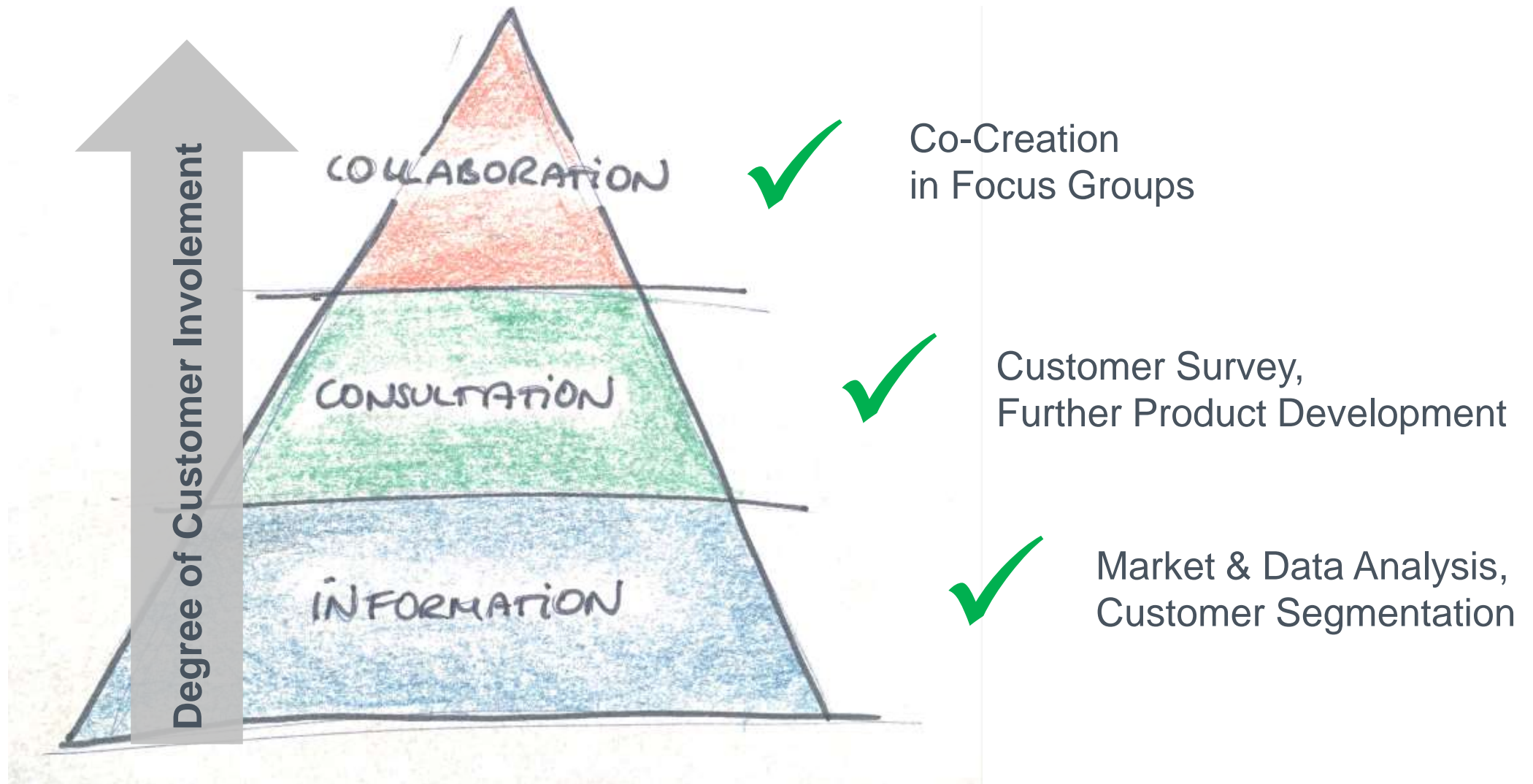
### Constant Improvement

- Tracking customer usage
  - Frequent topics
  - Number of dialogues & messages
  
- Analyzing dialogues
  - Bot understanding
  - Customer feedback
  
- Adapting & updating content





# Chatbot Programme – Customer Involvement



# Chatbot Programme – Customer Involvement Results

## Content & Personality

- Important topics
- Purely informative
- No small talk needed
- Friendly



# Chatbot Programme – Customer Involvement Results

## Positioning

The screenshot shows the GO-Maut website interface. At the top, there is a navigation bar with the GO logo, 'GO Maut', and 'SelfCare' tabs. A search bar contains 'Benutzername' and 'Passwort' fields, followed by a 'Login' button and a language dropdown set to 'Deutsch'. Below the navigation bar is a main banner with the heading 'GO-MAUT BEZAHLEN IN 3 SCHRITTEN' and 'GO-MAUT FÜR WOHNMOBILE'. A list of steps is visible on the left side of the banner. Below the banner is a 'SERVICES' section with six icons: 'MAUTKALKULATOR', 'MAUTKALKULATOR LIGHT', 'GO-VERTRIEBSSTELLEN', 'BAUSTELLENINFO', 'TOLL-COLLECT-OSU IN ÖSTERREICH NUTZEN', and 'ASFiNAG-APP'. A blue circle highlights the right arrow of the services carousel. Below the services section are three featured content blocks: 'Toll-Collect-OSU in Österreich nutzen' with a TOLL2GO logo, 'GO-Maut-Tarife 2019' with a table of rates, and 'Premium-Vertrieb' with a woman's portrait and a 'Premium Vertrieb' badge.

# Chatbot Programme – Customer Involvement

## Results

### Design

- Transparency
- Anthropomorphic elements
- Friendly but not too playful



**GO-Maut Chatbot**  
[go-maut.at](http://go-maut.at)



**Digitale Maut Chatbot**  
[shop.asfinag.at](http://shop.asfinag.at)

# Chatbot Programme – Customer Involvement Results

In the end we have a product that ...

- ✓ looks appealing to customers
- ✓ can easily be found on website
- ✓ is recognized as a chatbot



→ **Impact on usage and high acceptance**

- ✓ contains the right information for the target group

→ **Information support to customers**



asfinag.at



Mautshop



App Unterwegs

Ein Konto. Alle Services.

Ab sofort haben Sie mit einem Konto Zugang zu den wichtigsten digitalen Services der ASFINAG.



## Willkommen im ASFINAG Webshop



10-TAGES-VIGNETTE 

EUR 9,40

AUSWÄHLEN



2-MONATS-VIGNETTE 

EUR 27,40

AUSWÄHLEN



JAHRES-VIGNETTE 

EUR 91,10

AUSWÄHLEN



STRECKEN-MAUT

AUSWÄHLEN



### Das sollten Sie wissen!

#### Allgemeines

#### Die Digitale Vignette ist an das Kennzeichen gebunden

- Bedenken Sie, dass die Digitale Vignette an das Kennzeichen gebunden ist. Ändert sich das Kennzeichen (z. B. nach einem Wohnsitzwechsel), wird die Digitale Vignette NICHT automatisch umregistriert. Weiterführende Informationen zur Umregistrierung von Digitalen Jahresvignetten finden Sie in unseren [FAQ](#).



sonja.eigner  
@asfinag.at

werner.fritz  
@asfinag.at

[www.asfinag.at](http://www.asfinag.at)

Offered by:



## Easy Travelling with ANPR

**Ole Lykke Christensen, Sund & Bælt  
Holding A/S, Denmark**





SUND & BÆLT  
– COO OLE LYKKE CHRISTENSEN

EASY TRAVELING  
WITH ANPR

# NEW TOLL STATION AT GREAT BELT WITH ANPR/VIDEO ACCOUNT IN EXPRESS LANES



# ANPR TRACK RECORD IN DENMARK

1998 - Great Belt Bridge toll station - ANPR for enforcement

**2018** **Design & implementation of ANPR product (video account)**

2019 New toll collection system at Great Belt with automatic payment with ANPR in Express Lanes

2019 Free Flow Toll Station at Fjordlink Frederikssund with video accounts and single passage payment

2020 Low Emission Zone enforcement in four cities – ANPR for static and mobile enforcement



# SITUATION AT GREAT BELT 2017

- ANPR cameras were used for enforcement, only
- Difficult to increase automatic payment ratio 65% - wanted to increase toll station capacity
- Wanted to get experience with ANPR payment (Video Account) before ANPR becomes EETS compliant technology
- Agreed to do a Video Account trial together with BroBizz A/S
- Early, we realised that Sund & Bælt could reuse existing ANPR cameras and back office software

We used a year (march 2017 to march 2018) to

- Change systems
- Develop product and marketing concept
- Implementation with pilot of 1000 customers



## 2019 Great Belt traffic statistics

Yearly traffic: 13.3 mill

Avg. daily traffic: 36,359



Max. daily traffic: 51,918

Express lanes 76% (ANPR avg. 10% and 13,3% end of 2019)

Card 23%

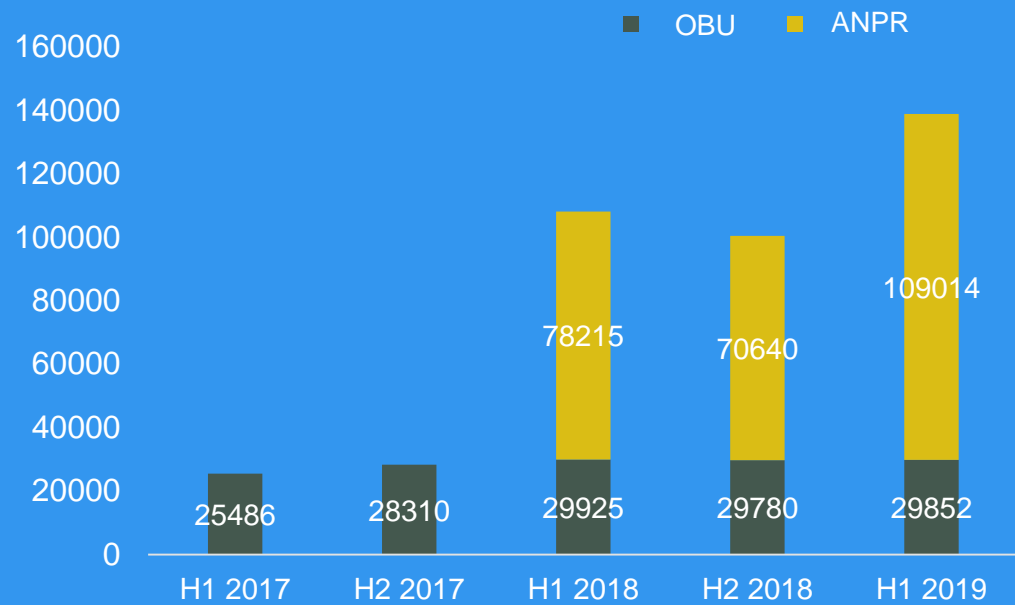
Cash 4%

# MORE CONVENIENCE WITH ANPR (VIDEO ACCOUNTS)

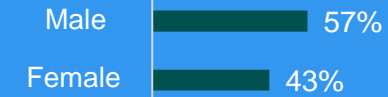
	OBU 	ANPR 
Fast and easy delivery (time & distribution)	5 days	20 minutes
Best price	200 kr.	0 kr.
No worries of life time and battery	✘	✔
The product is always with you	✘	✔
High flexibility in use	Always active	App controlled

# SOME STATISTICS FROM AN TSP PERSPECTIVE

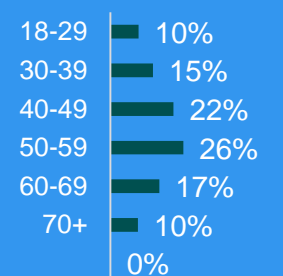
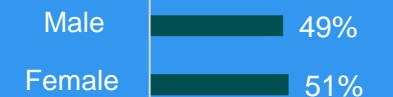
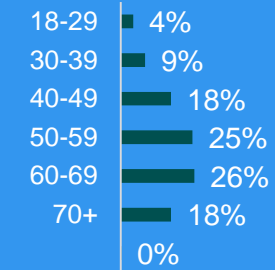
## Number of sign ups



## OBU



## ANPR



# LEARNINGS

More 350,000 subscribers in less than two years – half of them has already an OBU

Very positive customer feed back

- Easy and fast sign up – usable within 20 minutes
- More vehicles and credit cards at same agreement
- Can use e.g. ANPR for business and OBU for private use
- Easy to deactivate/activate

More difficult for subscribers to understand and gives more customer calls

Higher read rate with OBU (99.9%) than ANPR (98%)

With new toll station: upgrade of ANPR cameras and early ANPR read in the lanes to handle 50 km/h

Automatic payment ration in Express lanes (76% i 2019 and increasing)



Offered by:



# Ascendi's Road Safety Campaigns

Filipe Melão, ASCENDI, Portugal



# 7<sup>TH</sup> ASECAP MARKETING & COMMUNICATION WORKSHOP

---

ASCENDI'S ROAD SAFETY  
CAMPAIGNS



# INDEX

/ 01 CONTEXT

/ 02 RESPECT THE  
ROAD WORKERS  
CAMPAIGN

/ 03 JUNIOR PATROL  
CAMPAIGN

# ASCENDI MOTORWAYS NETWORK

## DIRECT OPERATIONS

---

**6** ROAD  
CONCESSIONS  
under operation

**630 km**  
(of motorways)  
OPERATED BY ASCENDI



# ASCENDI TOLL SYSTEMS

## TOLLING OPERATIONS

2 x  
TRADITIONAL  
TOLLING

6 x  
All Electronic  
Tolling (MLFF)

- / NT - Norte
- / GL - Grande Lisboa

- / CP - Costa de Prata
- / GP - Grande Porto
- / BLA - Beiras Litoral e Alta
- / IN - Interior Norte
- / PI - Pinhal Interior
- / TM - Túnel do Marão



# Road Safety Campaigns 2019

**Road safety** is a main aspect of Ascendi operation integrated in the company's strategy for **Corporate Citizenship / Corporate Responsibility**.

In **2019** Ascendi developed Road Safety campaigns aiming to raise awareness to the importance of adopting road safety behaviors. These campaigns are in the frame of Ascendi's strategy for **reducing the frequency and severity of road accidents** on its motorway network.

This is an **Ascendi effort** that can be significantly more effective, if there is a **stronger commitment on behalf of various stakeholders** such as Public Entities, Autarchies, Police Forces and civil society itself.

# Road Safety 2019

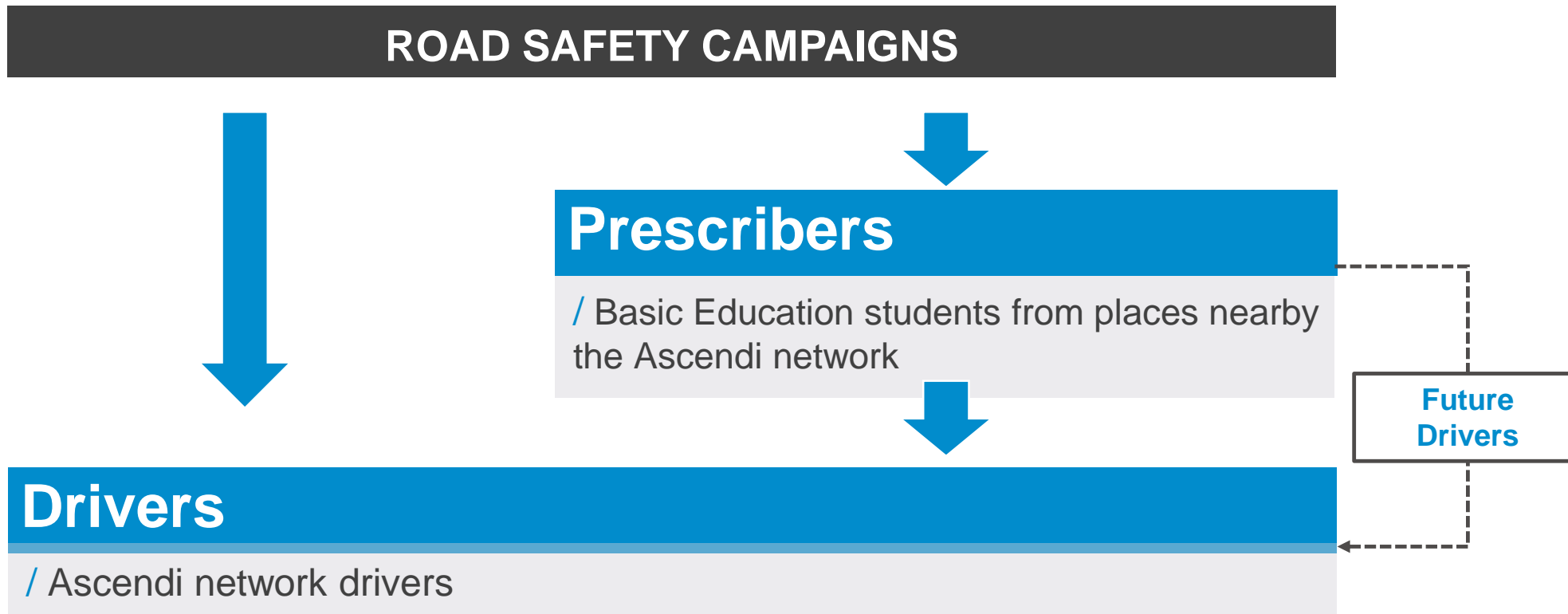
## RISK BEHAVIORS

**SPEED** – speed inadequacy to road work zones and general speed above the legally allowed.

**DIGITAL DISTRACTION** – driver distraction when using smartphones, tablets and even vehicle instruments, such as GPS.

# Road Safety 2019

## TARGETS



# 7<sup>TH</sup> ASECAP MARKETING & COMMUNICATION WORKSHOP

---

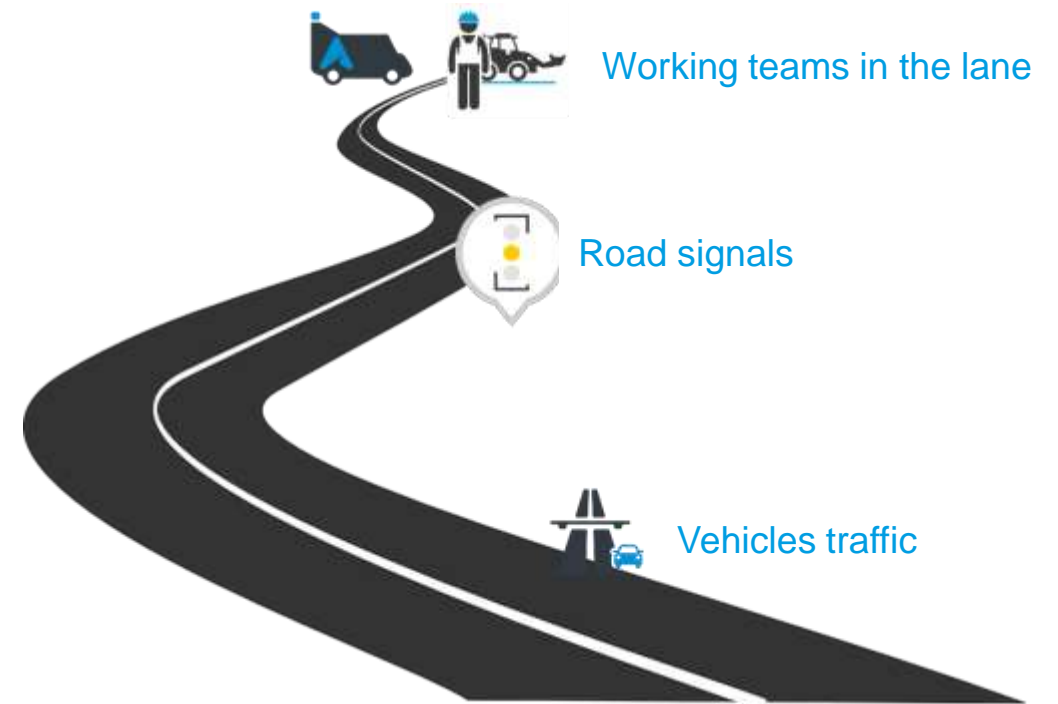
## ROAD SAFETY CAMPAIGN

Raise awareness to accident risk  
with teams that work on a daily  
basis in the infrastructure.



# Road safety

Safety is a priority for our customers but also for our collaborators, particularly those who work in the active lane. These professionals work every day to give our customers safe and quality roads, but also themselves, need to be protected.



## ROAD SAFETY CAMPAIGN

Raise awareness to accident risk with teams that work on a daily basis in the infrastructure.

# Partners

This intervention area is influenced by several entities. Therefore, Ascendi actively searched the engagement of the most relevant entities, thus granting a greater extent and effectiveness of the message.

Other entities could also add value to the campaign, granting a greater message coverage.



# Strategy

## CONSEQUENCE PERSPECTIVE

Firstly, we had presented the consequence perspective, real and visceral, showing the damaged vehicles of Ascendi, Firefighters and Police authorities involved in accidents while performing road services and markings. In order to accomplish this, we exposed in the service areas real accident vehicles.

## HUMAN PERSPECTIVE

Secondly, we will present the human perspective, the feeling of those who work in the infrastructure with high speed vehicles passing by. With this perspective, we can rightfully appeal to drivers to adopt proper driving behaviors.

### Communication Goals

---

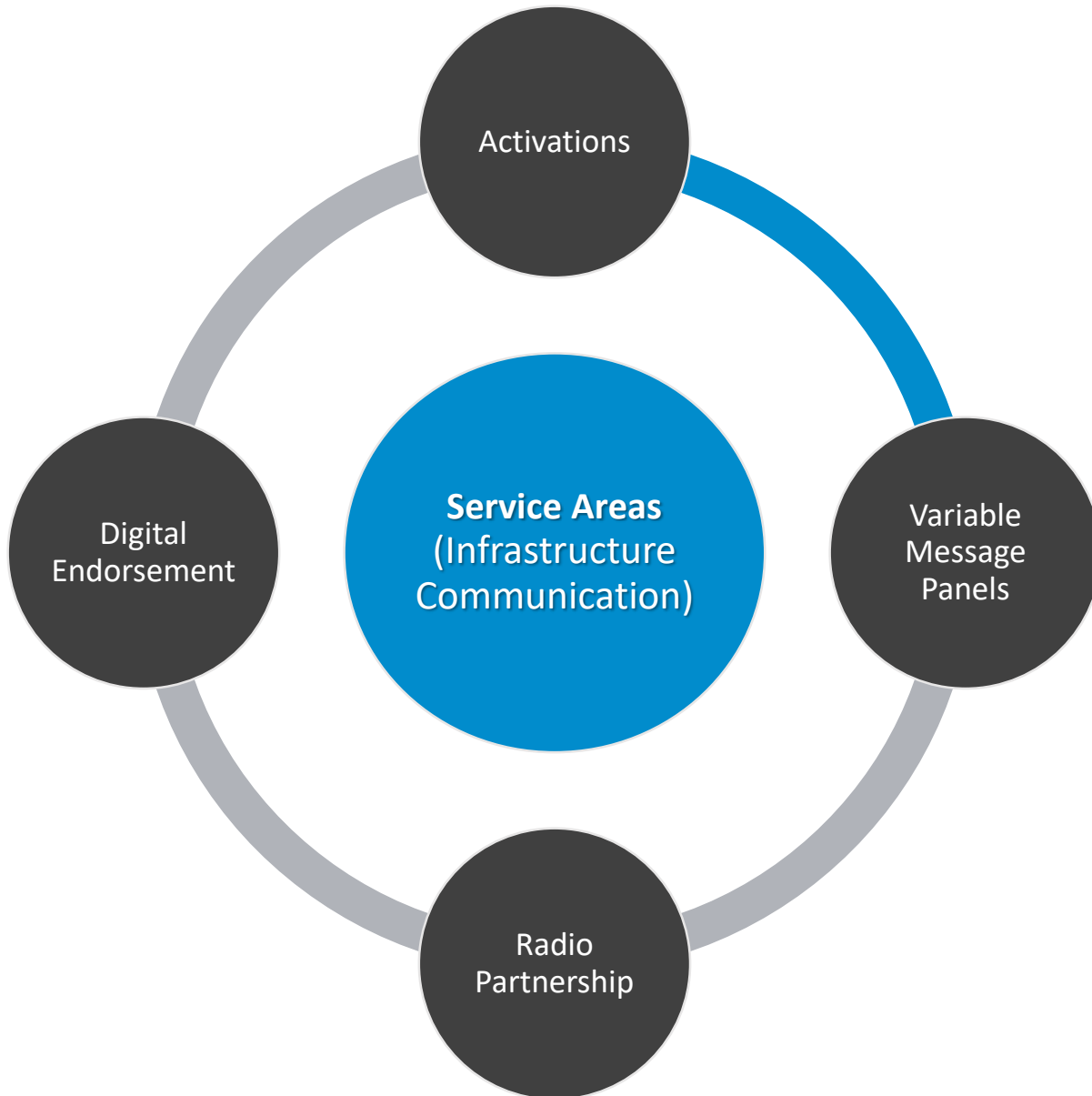
RAISE AWARENESS

---

EDUCATE

/

INFORM



### Infrastructure Communication

- / Showing the damaged vehicles of Ascendi, Firefighters and Police authorities involved in accidents
- / Road workers appealing to the drivers

### Activations

- / Elements from the entities involved and from Ascendi gave their personal testimony to people in the service areas
- / Promoters team had a script with questions on road safety prevention and best practices as well. At the end of the questionnaire a gift was offered to drivers.

### Variable Message Panels

- / Campaign slogan displayed on Variable Message Panels

### Radio Partnership

- / Advertising spots, safety tips and workers' testimonials throughout the two-month-duration campaign

### Digital Endorsement

- / Road safety advertising and testimonials videos

1st Moment: Consequence Perspective \_  
Message Impact

***Speed*** also kills those who are  
***Standing Still***

***Distraction*** also kills those who  
***are Standing Still***



/ Attached to the accident vehicle, visible for those who circulate in the service areas, both in fuel supply or other leisure areas.

2nd Moment: Human Perspective\_  
Awareness Message

***Slow down.*** Respect those who  
***work on the road.***

***Attention.*** Respect those who work  
***on the road.***



/ Attached to people, real teams working on infrastructure, in the moment drivers leave the service area to start their journey (service area exit).

\* *Speed* also kills those who are Standing Still



\* *Slow down* Respect those who work on the road.



# / 02 RESPECT THE ROAD WORKERS CAMPAIGN



# Activations\_ Team Entities

**Goal:** Addressing the theme of the campaign in the 1st person.

Teams consisting of elements from the entities involved and from Ascendi, during the campaign period, gave their personal testimony to people.

Supported by promoters in the distribution of flyers and merchandising.

## 10 ACTIONS

Only with mobile promoters circulating in a car designed according to the Campaign creativity.

## 5 ACTIONS





# Activations\_Promoters

## Approach and offer Merchandising / Gifts Proposal:

/ The Promoters had a script with questions on road safety prevention and best practices, as well as on the entities involved in this action. At the end of the questionnaire a gift was offered.

4.3 k

Questionnaire  
Answered



RESPEITE QUEM TRABALHA NA ESTRADA.

A segurança rodoviária é uma prioridade e é por ela que trabalham todos os dias centenas de agentes na estrada. Mas também eles precisam de ser protegidos e isso, é responsabilidade de todos os que andam na estrada. Conhecer as regras de segurança e cumpri-las pode salvar vidas, incluindo a sua.

Vamos testar os seus conhecimentos e deixar alguns conselhos que deve pôr em prática cada vez que conduz.

E lembre-se: A velocidade e a distração também matam quem está parado.

Seguinte

## *Use of Variable Message Panels*

Information on Variable Message Panels throughout the campaign period, with reinforcement in roads with works



# Radio Partnership

---

Throughout the two month duration campaign, at TSF (a national radio station)

**20''**

## ***Radio Spots***

Distributed along the campaign period



## ***Safety Tips***

During the five-week period with the participation of all entities



## ***Workers Testimonials***

1 testimony from each entity



# DIGITAL ENDORSEMENT

## *Testimonials videos*



# DIGITAL ENDORSEMENT

## Speed



## Distraction

Ascendi web



Começamos com um condutor visivelmente distraído a conduzir.



No fundo vemos um colaborador Ascendi cada vez mais perto a acenar.



Vemos um movimento brusco com um som de choque.



Contamos para um capacete e uma luva de trabalho a cair no asfalto. Nestes termos também pincos caídos.



A DISTRAÇÃO TAMBÉM MATA QUEM ESTÁ PARADO



RESPEITE QUEM TRABALHA NA ESTRADA  
**ATENÇÃO**

Imagem dos agentes de assistência  
Lettering e voz off.  
Atenção. Respeite quem está a trabalhar na estrada.

# Social Networks

The image displays a collage of social media content related to the 'Respeite Quem Trabalha na Estrada' campaign. It includes several Facebook posts and campaign graphics.

**Facebook Posts:**

- GNR - Guarda Nacional Republicana:** A post from July 16th with the text: "A velocidade também mata quem está parado. Abrace. Respeite quem trabalha na estrada." It has 90 reactions and 112 shares.
- Polícia Segurança Pública (PSP):** A post from August 4th by Ana Espadante Otago PSP with the text: "Atenção. Respeite quem trabalha na estrada. A velocidade também mata quem está parado." It has 406 reactions and 867 shares.
- INEM - Instituto Nacional de Emergência Médica:** A post from August 5th with the text: "Atenção. Respeite quem trabalha na estrada. A velocidade também mata quem está parado." It has 11 comments and 124 shares.
- ANSR - Autoridade Nacional de Segurança Rodoviária:** A post with the text: "A segurança rodoviária é uma prioridade e é por ela que trabalham todos os dias centenas de agentes na estrada. Também eles precisam de ser protegidos e isso, é responsabilidade de todos os que circulam na estrada..." It has 11 comments and 124 shares.

**Campaign Graphics:**

- Two large vertical graphics featuring a group of road workers in high-visibility gear standing on a road. The text reads: "RESPEITE QUEM TRABALHA NA ESTRADA ABRANDE".
- Logos for GNR, ANSR, and INEM are visible at the bottom of the graphics.

# Social Networks

**573** k\*  
Views

**22,7** k  
Reactions

**15,3** k  
Shares

**11** k  
Instagram Likes



\* A serious accident in the infrastructure generated thousands of shares and 173k on Facebook in a post campaign

# Clipping

More than 60 news



## Nova campanha alerta condutores para respeitarem quem trabalha na estrada

Alerta-bus promovido sensibilizar os condutores para o facto que correr de mais quilómetros para potencialmente impedir os acidentes que os acidentes de trânsito podem provocar se não adoptarem comportamentos de condução seguros.



RÁDIO COMERCIAL [OUVIR A RÁDIO](#) [VIDEOS](#) [DESTAQUES](#) [EQUIPA](#) [PROGRAMAS](#)

## "Respeite quem trabalha na estrada"

Avança hoje campanha para alertar os condutores para os riscos que correm as equipas de intervenção.

[Partilhar no Facebook](#) [Partilhar no Twitter](#)



### BRIEFING

#### Campanha anda de BUS

de Nacional de Segurança Rodoviária, a Ascend, a GMR, o Instituto da Mobilidade e Transportes, o INEAL, a Liga dos Bombeiros Portugueses e a PSP juntaram-se para uma que visa sensibilizar os condutores para os riscos que correm as equipas que nas estradas. A criatividade e da BUS.



Uma campanha de segurança rodoviária para alertar os condutores para os riscos que correm as equipas de intervenção que trabalham nas estradas e autoestradas portuguesas avança hoje

cm PORTUGAL

## Diário do Viseu

29-08-2019

### A25 recebe iniciativa de campanha de segurança rodoviária

**Vouzela** Área de serviço servirá de palco à acção de sensibilização promovida por várias entidades publicas e privadas

Nos dias 2 e 3 de Setembro, a Autoridade Nacional de Segurança Rodoviária, em parceria com a Ascend, a GNR, a PSP, o Instituto da Mobilidade e dos Transportes (IMT), o Instituto Nacional de Emergência Médica (INEM) e a Liga dos Bombeiros Portugueses, irá promover a campanha de sensibilização "Respeite quem trabalha na estrada".

A iniciativa decorrerá na A25, na área de serviço de Vouzela, localizada entre o nó de Felgueiras e o de Cambaurelos, no sentido de sensibilizar os condutores para a segurança rodoviária dos agentes que trabalham de condução apuradas e preventivos.

Toda a campanha de segurança rodoviária faz parte de uma iniciativa de sensibilização, de segurança e prevenção civil, e que, no seu grande objetivo, os acidentes rodoviários.

Campanha começou em Ailão e termina a 29 de Setembro.

### Nova cam quem trab



CRIMES ESPECIALS

MAR LIDAS

Estas são as profissões mais perigosas no mundo

Carvão - mais letal que qualquer arma de fogo

Avião - mais perigoso que qualquer outro meio de transporte

Um café quente é mais perigoso que qualquer outra coisa que possa acontecer



# CAMPAIGN AWARDED

**3 bronze distinctions at the International Festival of Creativity Lusophone Awards.**

/ The distinctions were awarded in the categories of Public Roadway Activation, Public Roadway Campaign and Company Social / Environmental Responsibility and reflect the differentiated nature given to this campaign.



# 7<sup>TH</sup> ASECAP MARKETING & COMMUNICATION WORKSHOP

---

ROAD SAFETY CAMPAIGN  
Awareness of the dangers caused  
by driver's distraction with mobile  
phone.

# Road Safety

Driver distraction from mobile phone use has been appointed as a major cause of road accidents in Portugal.



ROAD SAFETY  
CAMPAIGN

**DIGITAL DISTRACTION** – awareness of the dangers caused by driver distraction with mobile phone

# Associates

## # 1 National Road Safety Authority

## # 2 Police Forces - National Republican Guard / Public Security Police

They lend more relevance to the theme and support to road safety message conveyance.



## # 10 Municipalities

Ensure space and technical conditions for the Theatre play exhibitions, action promotion, connection to the school group and children's transport logistics (1st cycle)

# Strategy

- / Named “Junior Patrol”, the campaign is based on a theatre play, which aims to raise awareness among youngsters about road safety and prevention of risky behaviors on the road, setting the basis for, in the short term, ensuring that the message is conveyed to adults by a very persuasive agent – children and, in the long term, leading to future generations of more responsible drivers.
  
- / Exhibited to children of the 1st cycle of 10 counties adjacent to our motorway network



# Strategy

- / The play tells the story of a group of children who love to play with their best friend, a dog named CHICO. They meet a driver who is always using the smartphone.
- / The children repeatedly warn him that this is very dangerous and a real Police officer enters on stage and gives him a fine. Several times the driver appears on scene using the smartphone.
- / At a certain point, there is a sound of a big road crash. Listening to the actors you can understand that their friend, the dog, was run over by the driver who was always distracted with the smartphone.
- / Then, the Dog enters in the scene with a hurt leg. At this time, the actors create the JUNIOR PATROL and ask the children to join them.
- / The play ends with the police recruiting the children as Junior Patrol agents, handing out the Good Agent Handbook and placing a badge on the children.



### Theatre Play

- / Exhibited to children of the 1st cycle of 10 counties adjacent to our motorway network.
- / In a simple and direct way, alerts children to the dangers caused by the driver's distraction with the mobile phone.

### Merchandising

- / Junior Patrol Badge and Good Agent Handbook with illustration of the risks of using a mobile phone while driving.

### Digital Endorsement

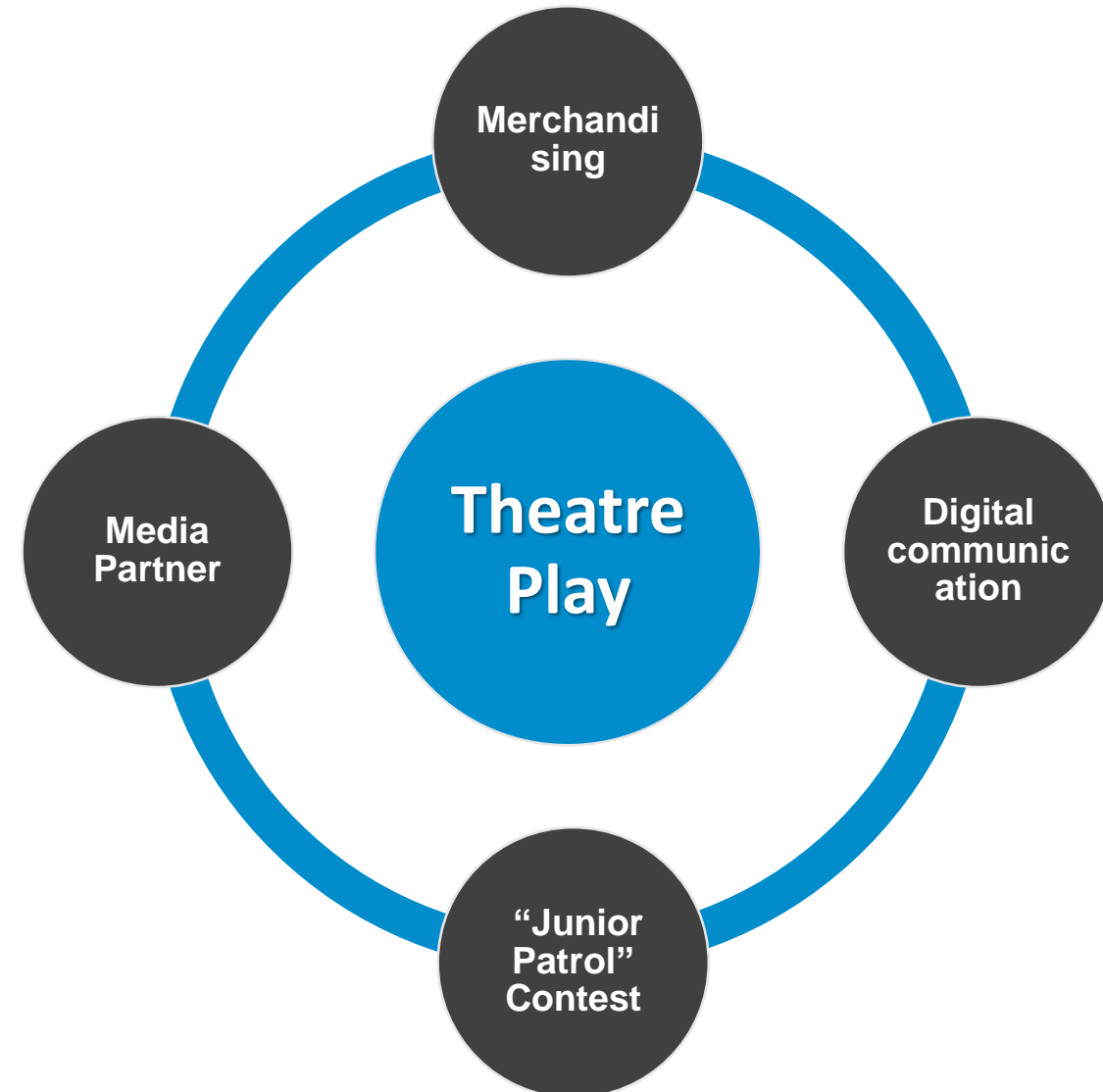
- / Videos and photos promotion on social networks and websites of all partners.

### Junior Patrol Contest

- / National competition to encourage presentation of creative works on the theme "Road Safety" focusing on the message conveyed by the play, specifically the dangers of using a mobile phone while driving.

### Media Partner

- / A forum for debate on a national radio, where the campaign was announced, involving all the partners



# Theatre Play

# 10 counties adjacent to the Ascendi motorway network



**PARABÉNS!**

És o novo Agente da Patrulha Júnior!

A tua função é estar muito atento aos condutores, para eles cumprirem as regras da estrada.

Com este Manual vais saber as regras que os condutores devem seguir.

Pinta os desenhos com as tuas cores preferidas.



**A Filipa está distraída!  
Não está a ver o Chico!**  
Se ela vê o telemóvel, não vê o Chico!

**Para o Chico ficar seguro vamos estar sempre atentos!**  
**SOMOS A PATRULHA JÚNIOR!**



# Digital Endorsement

# 1º Post announcing Junior Patrol arrival



# 2º Theater play video at each location



# Digital Endorsement

## # Road Safety Videos

Video 1 "Trip to school"



Video 2 "Family journey"

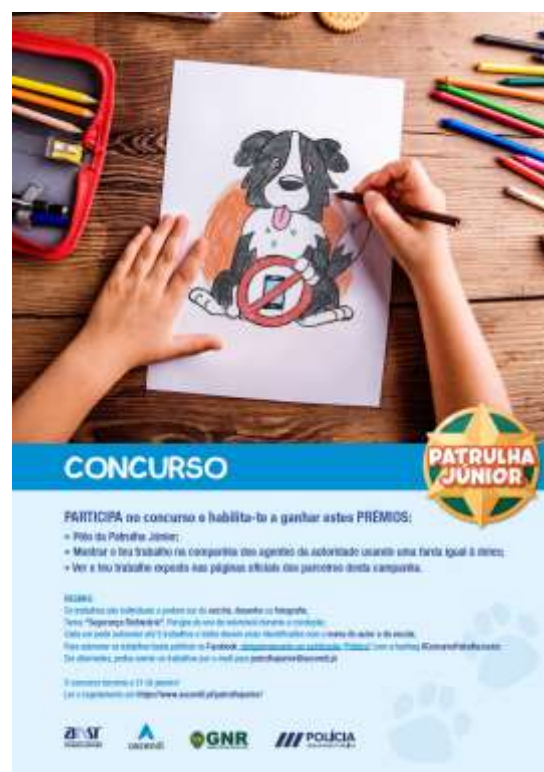


# Junior Patrol Contest

## # Promotional video



## # Promotional poster



# Radio Partnership

---

In the beginning of the campaign, at TSF (a national radio station)

**20''**

## ***Radio Spot***

Distributed the week before the Discussion Forum

**60'' Teaser**

1 minute brief distributed one day before the Discussion Forum

**60' Debate Forum**

Debating the importance and characteristics of the campaign, with the participation of all entities

# Social Networks

**Facebook Post - Policia Segurança Pública**  
19 de janeiro às 18:00  
A Patrulha Júnior lança um desafio às crianças lá de casa!  
Convidamos as crianças até aos 12 anos a mostrarem o seu talento! Desafia-a a realizar um trabalho (escrita, desenho ou fotografia) sobre o tema "Segurança Rodoviária": Perigo da utilização do telemóvel durante a condução e habilita-a a ganhar prémios!  
A criança habilita-se a uma experiência única de acompanhar os agentes da autoridade (vestido com a farda oficial). Para isso, basta que faça uma fotografia do trabalho na rede social Facebook, poste numa publicação Pública e com a hashtag #PatrulhaJunior, em alternativa a fotografia do trabalho pode ser enviada para [patruhajunior@ascendi.pt](mailto:patruhajunior@ascendi.pt).  
Regulamento do concurso em [ascendi.pt/patrulhajunior/](https://www.ascendi.pt/patrulhajunior/) e não se esqueça, concurso termina em 31 de dezembro de 2019.  
#concursopatruhajunior

**Instagram Post - guardanacionalrepublica**  
Seguindo  
jose.pinto57 Excelente trabalho.  
11 sem 1 curtida Responder  
vr\_eighty4 Excelente!!!  
11 sem 1 curtida Responder  
ajmotomacedo 🙌🙌  
11 sem 1 curtida Responder  
1.700 curtidas  
21 DE NOVEMBRO DE 2019  
Adicione um comentário... Publicar

**Facebook Post - Câmara Municipal Paços de Ferreira**  
Esta atenção às novidades!  
Sabe mais em <https://www.ascendi.pt/patrulhajunior/>  
#PatrulhaJunior  
31 Gosto 4 partilhas  
Comentar Partilhar

**Facebook Post - Policia Segurança Pública**  
TEMA: SEGURANÇA RODOVIÁRIA  
Joana Santos Gomes e 271 outras pessoas 17 comentários 93 partilhas  
Gosto Comentar Partilhar

# Social Networks

**106** k  
Views

**4.6** k  
Reactions

**1** k  
Shares

**8,9** k  
Instagram Likes



# Initial figures

---

2 months after the play was exhibited

**95%**

of Parents are still hinted  
by the campaign

**97%**

considers that the child's  
message has reduced  
their will of using their  
smartphone while driving

**85%**

considers that the child has  
made them more aware of  
the problem

## Case Study

/ The campaign will be presented in an academic book that collects best practices in social marketing campaigns - *Children as influencers of quality of life: a social marketing campaign for road safety*

**THANK YOU  
FOR YOUR  
ATTENTION**

---

*Filipe Melão | [fmelao@ascendi.pt](mailto:fmelao@ascendi.pt)*

*Join us on*

---





Offered by:



# Marketing in a Digital world

**Luis D'Eça Pinheiro, BRISA, Portugal**

# Marketing in a Digital World

7<sup>th</sup> ASECAP Marketing Workshop

Vienna, 2020, Feb 28<sup>th</sup>

Luís D'Eça Pinheiro



# Marketing in a Digital World

Brisa overview

New Projects

Projects Status (follow up)

# Brisa Overview

---



The backbone of Portuguese road system



1.700 km's  
5 concessions  
50% share  
EBITDA > 550 M€  
> 3.000 employees

# Brisa Overview – always innovating



Via Verde – pioneer in electronic toll collection



4 millions OBU's  
all PT motorways  
non-stop UX  
direct payments

# Brisa Overview – always innovating



Via Verde gave us 4 strategic marketing assets

Connected Customers



Mobility Data



Access to bank account



Strong B2C Brand



Brisa has leverage on digital & customer centric approach

# Brisa Overview



## Why Customers are important?



Toll Collection business requires satisfied customers

Satisfied customers allow us to increase our share of their wallet

Sustainability & business

# Brisa Overview - vision

---



From infrastructure to mobility



Delivering efficient mobility to the people (Customer Centric)



# Brisa Overview - vision

---



From cars to people (customer centric)

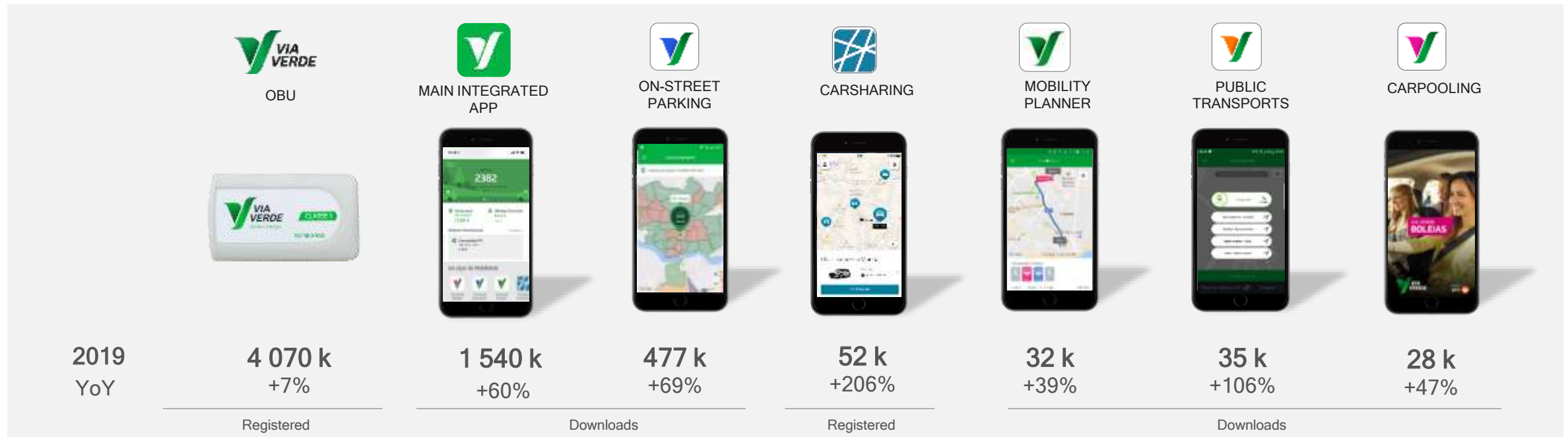


From tags to digital (apps)

# Brisa Overview



## OBU & App base services




Already several digital based services


# Brisa Overview



... and strong digital engagement with customers




Site **4.4M** users




App **1.5M** downloads




Loyalty **610k** customers  
(100% digital)



Newsletters **23M** sent  
(32% open rate)



Social Media **200k** followers  
(+2k posts)



Wifi **260k** customers  
(Plus network)

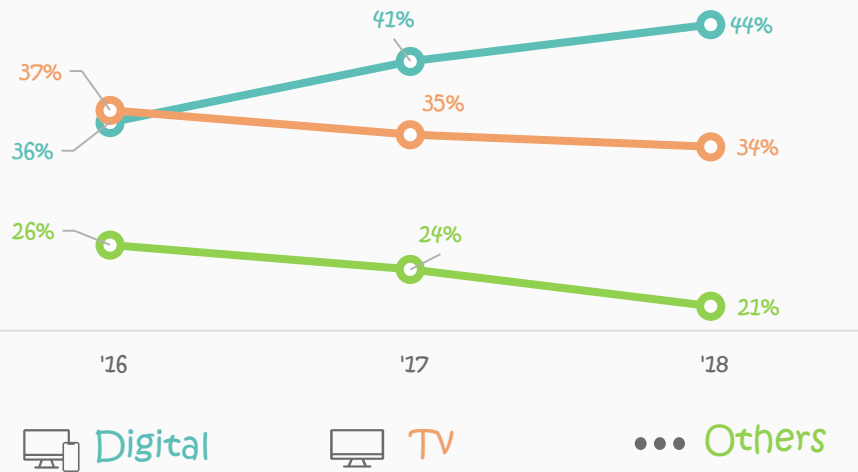
Integrating digital has been a natural step

Not Digital  
Marketing

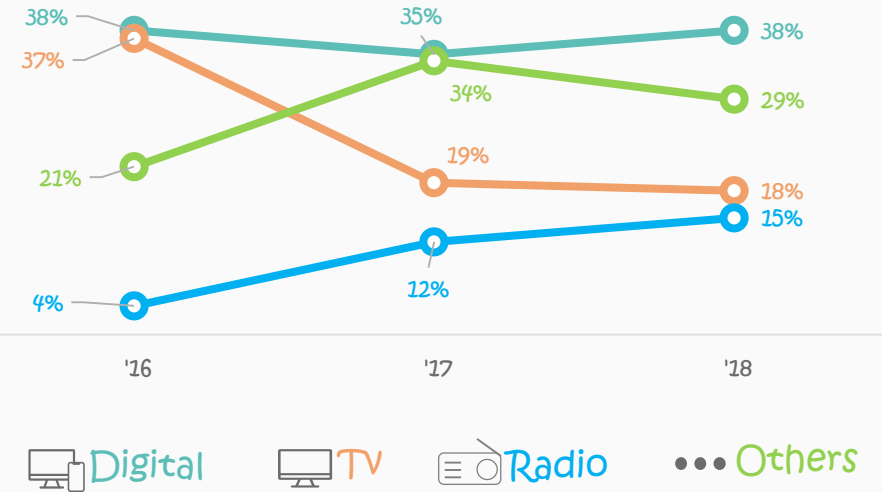
But Marketing in a  
Digital World

# Advertising expenditure

## Global Advertising Marketing



## Brisa Group Advertising Marketing



Blended Marketing – Brisa in line with trends

Telephone

JCDecaux

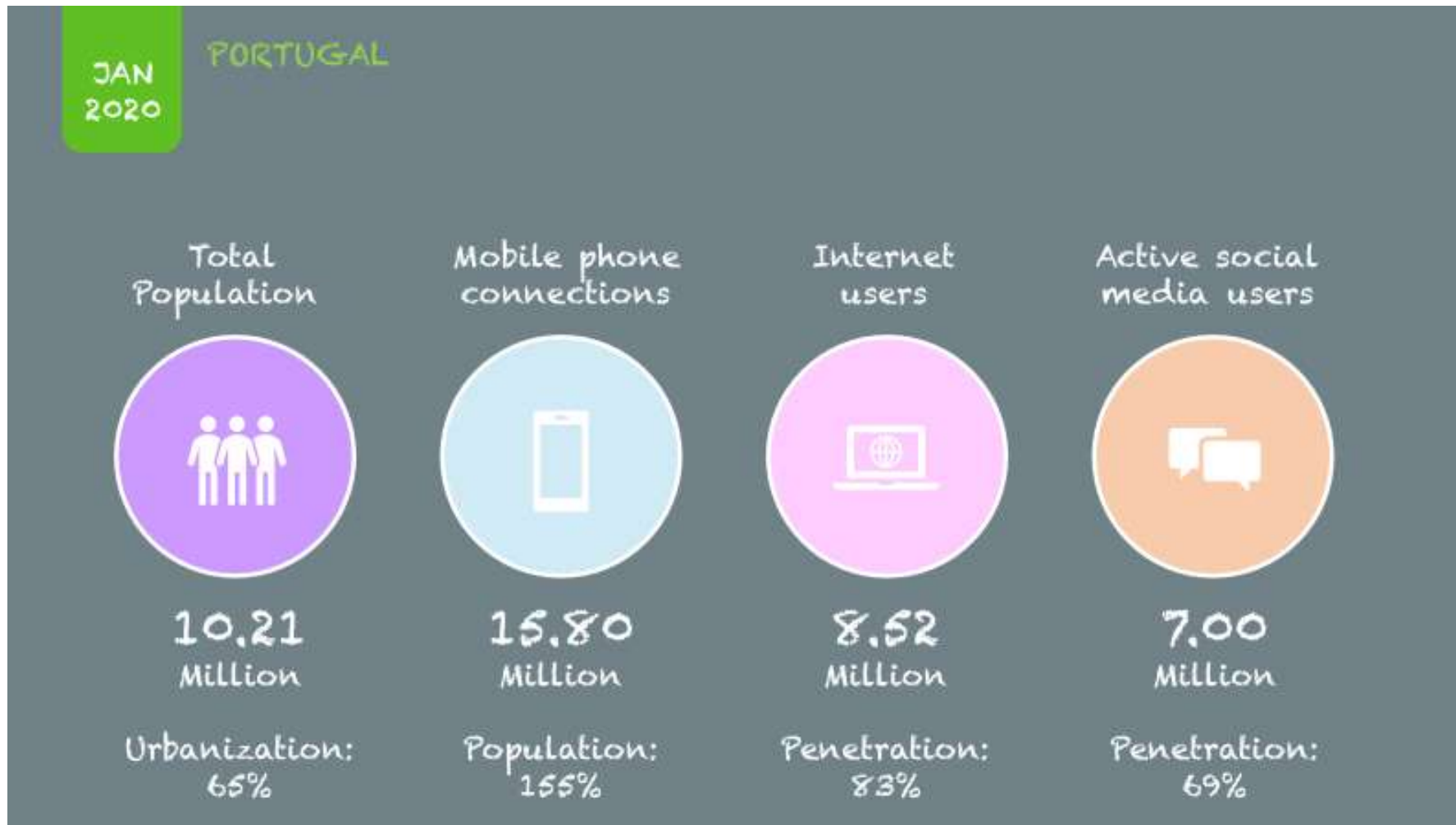
Tonight,  
I'll be eating  
*A SPICY LITTLE  
NUMBER*



UBER  
EATS



# Marketing in a Digital World



Portugal  
has a high level  
of digitalization  
in line with trends

# Marketing in a Digital World



From traditional advertising to  
knowledge & personalization



Mass Market  
Mass Advertising  
Intuition-driven



Mass of Niches  
Targeting of Scale  
Data-Driven

Automation & data  
are enabling  
personalization  
in omni-channel



# Marketing in a Digital World



Adjust content to different formats

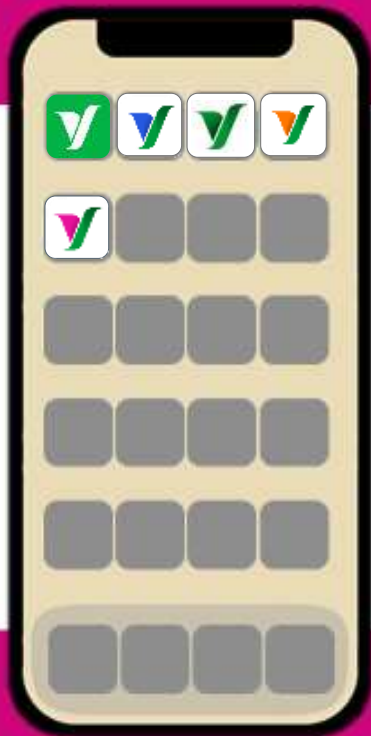


Content is relevant  
to capture  
users attention

Content rules are  
changing for new  
formats

# Marketing in a Digital World

## Challenge: Mobile first



Worldwide advertising market share [%]



Media is becoming digital & mobile rules

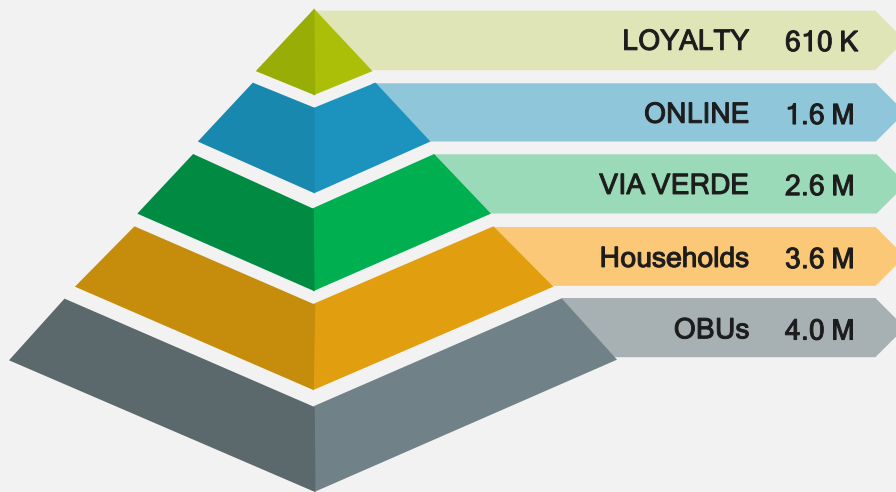
Within digital advertising, revenue is shifting from desktop to mobile

# Marketing in a Digital World



How Brisa is improving satisfaction & share of wallet?

Large connected customer base



Large Data (GDPR compliant):

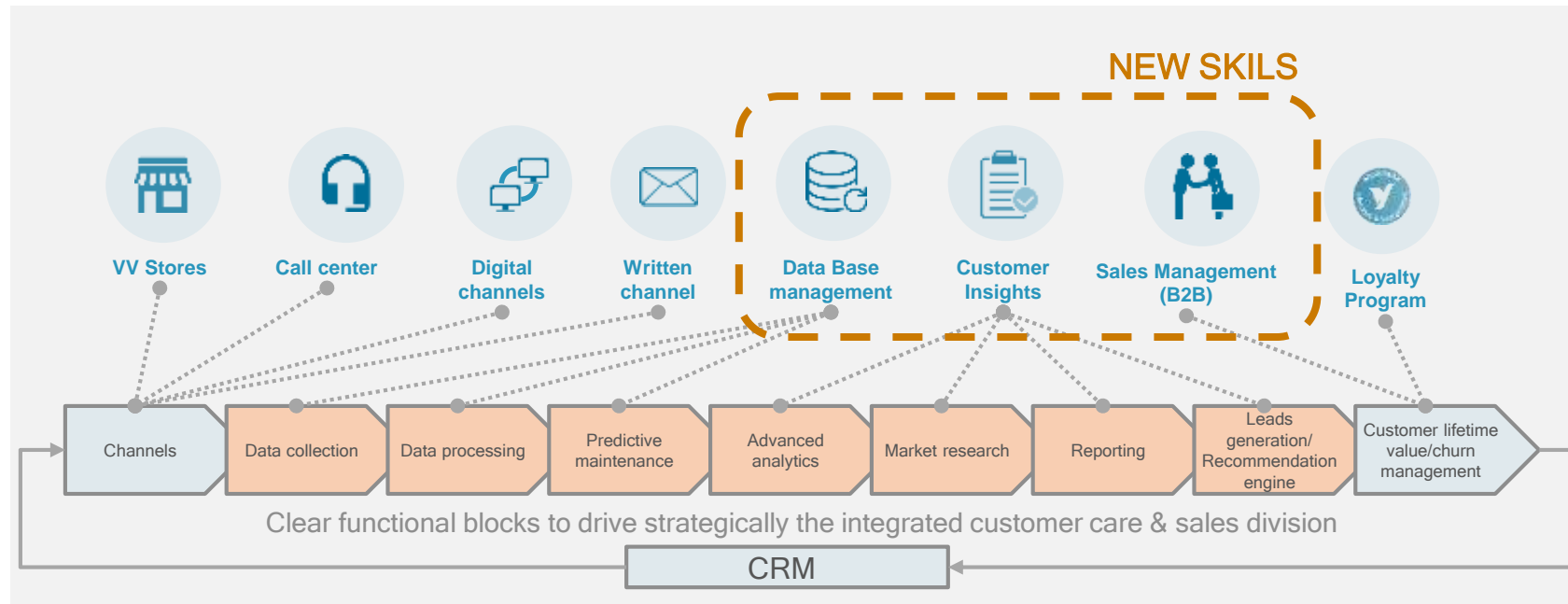
- Personal information / demographics
- Vehicle data
- Travel preferences (e.g. loyalty)
- Mobility profile / behavior (~500M transactions / year)
- Frequent engagement

Ability to analyze behavior to tailor products & communication

# Marketing in a Digital World



## New Integrated Customer Management Unit



360° Vision

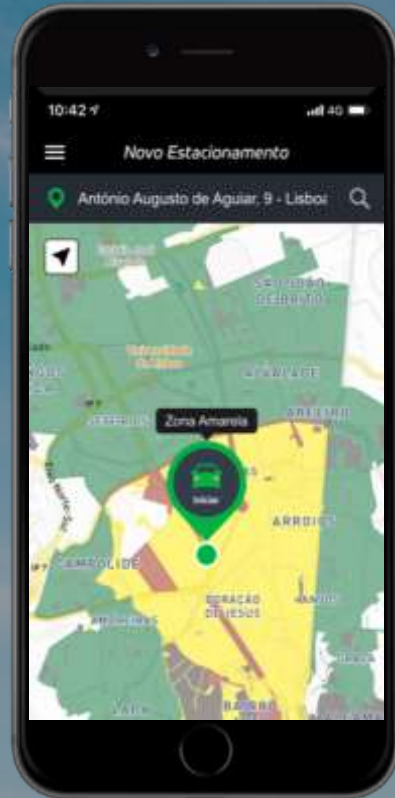
Marketing intelligence

Efficiency

Increased customer knowledge to support business units

# 1 Using data for target marketing Campaigns

Launch on street parking app in Lisbon



# Marketing in a Digital World



## On-Street Parking | Using data driven marketing for a Campaign



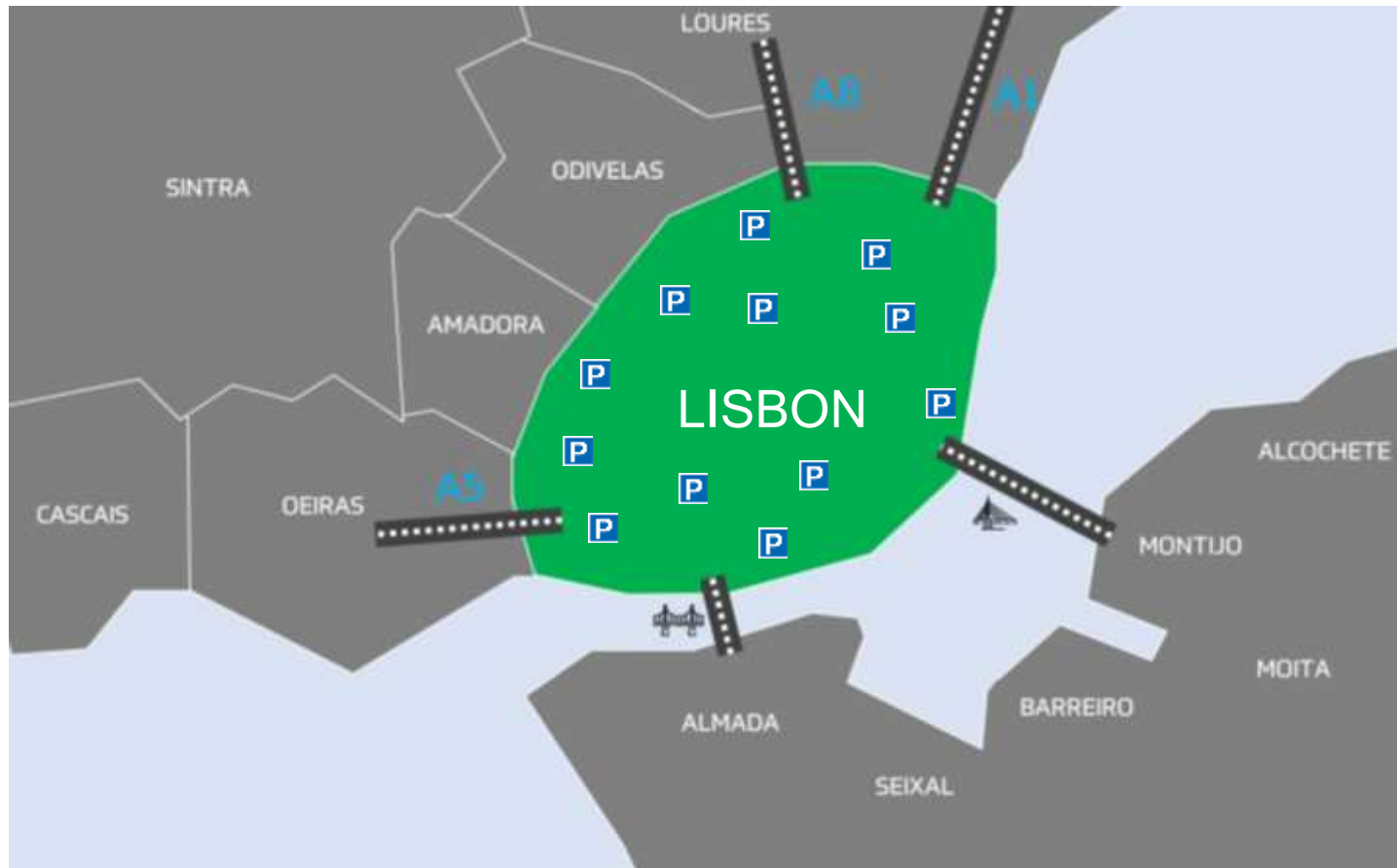
Tailor communication:

1. Customers that enter Lisbon (850 k)

# Marketing in a Digital World



## On-Street Parking | Using data driven marketing for a Campaign



Tailor communication:

2. Customers that use VV off-street parking in Lisbon (330 k)

# Marketing in a Digital World



## On-Street Parking | Using data driven marketing for a Campaign



Tailor communication:

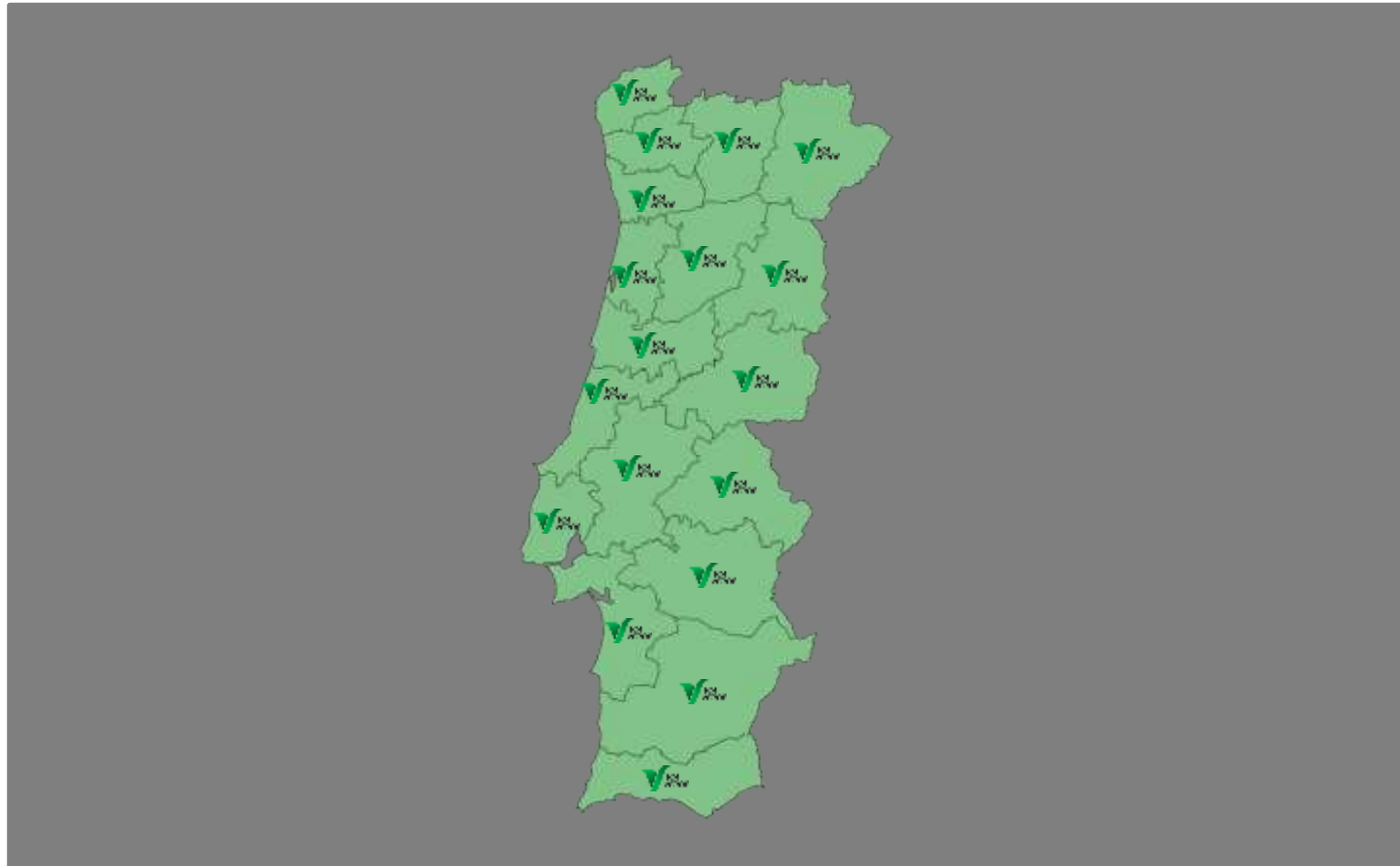
3. Customers that already use VV on-street parking in Great Lisbon (33k)



# Marketing in a Digital World



## On-Street Parking | Using data driven marketing for a Campaign



Tailor communication:

4. Other VV  
Customers (1.6M)

2

## Monetizing on Data New Auto Platform



# Marketing in a Digital World



Auto Platform | Data on 4M vehicles & on the owner

**Maintenance and repair**

**Retail used**

**Renting New**

**Electric vehicles**

**Smart insurance**

Tailored offers - in pilot stage

### 3 Mobile 1<sup>s</sup> – Super App

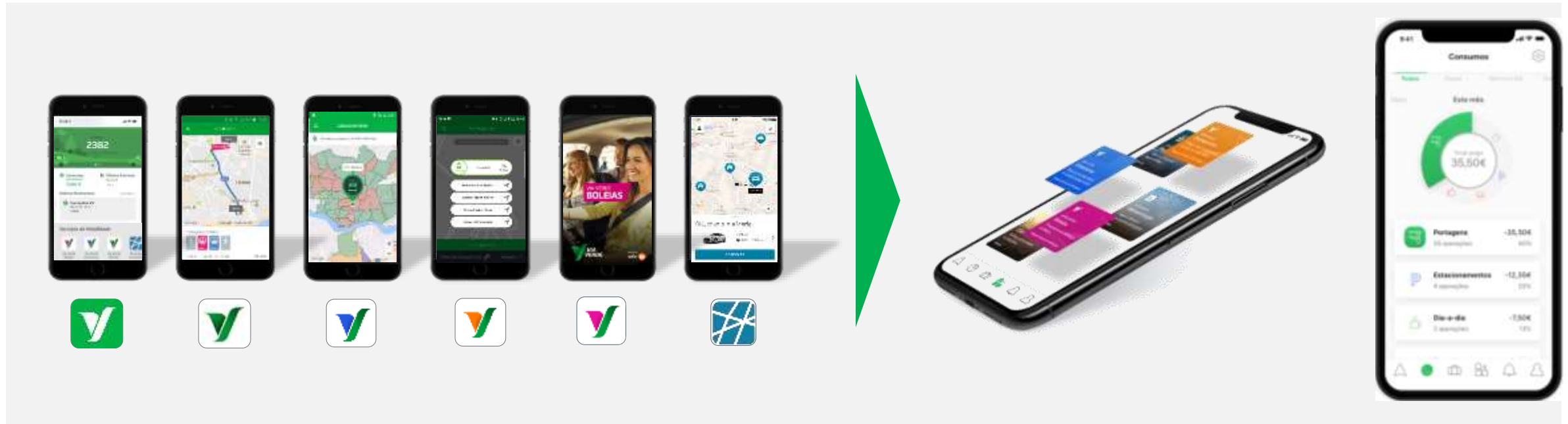
Merge all mobility apps



# Marketing in a Digital World



A Single App | Focus on client journey beyond payments



Single platform to gain scale and efficiencies

# Marketing in a Digital World



A Single App | With new services

Navigation



Payments on Service Areas



Accident Statement



... higher focus on the motorway experience (core business)

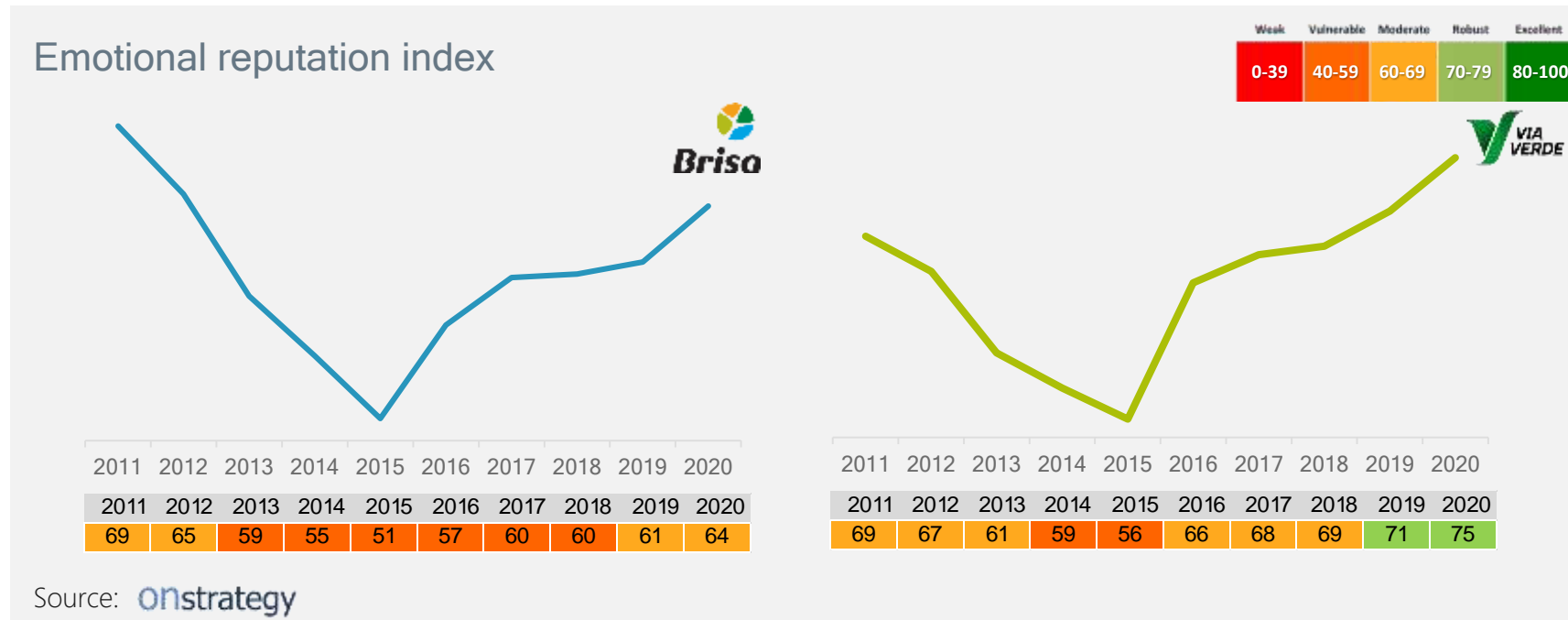
A young woman with long blonde hair is smiling broadly while driving a car. She is wearing a white, textured sweater and a gold watch. Her hands are on the steering wheel. In the background, a passenger is visible, also smiling. The scene is set during the day with sunlight streaming through the car windows, creating a warm and positive atmosphere.

Back to Customers

# Marketing in a Digital World



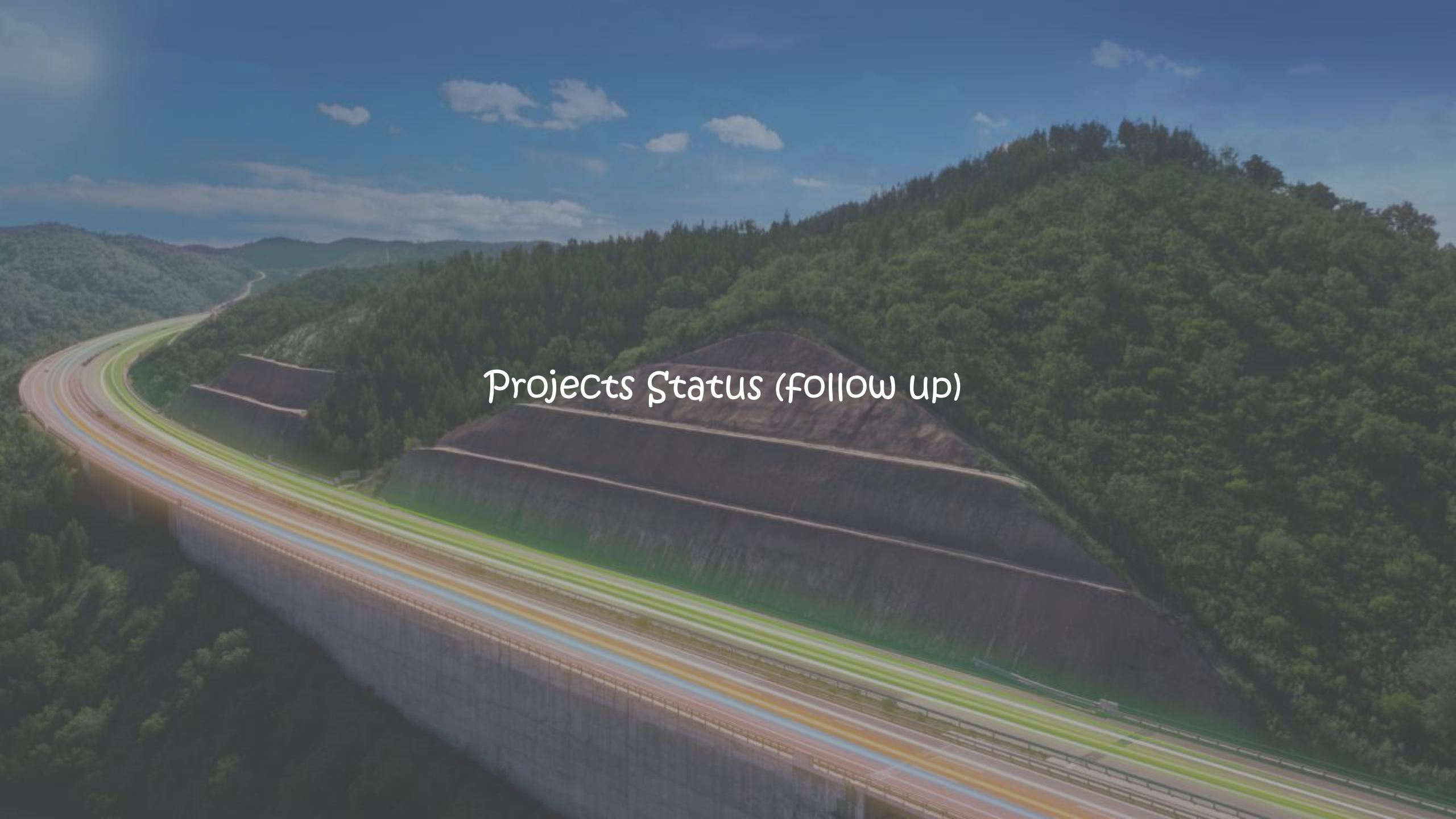
## Stakeholders Reputation



Strong Brands:  
Awareness >96%  
Via Verde Top national mobility brand (above Uber)

Strong recovery since 2015. New vision & marketing strategy





Projects Status (follow up)



José Lima

New Model of  
Service Areas  
2018



## Service Areas Colibri

# Projects Status



## Service Areas Colibri | directly operated by Brisa

5 Openings 2017 / 18

### A1

✓ Leiria 2018

### A2

✓ Alcácer do Sal 2017  
✓ Almodôvar 2018

### A3

✓ Barcelos 2017

### A6

✓ Vendas Novas 2017

4 Openings in 2019

### A1

✓ Mealhada  
✓ Santarém

### A2

✓ Seixal (urban)  
✓ Grândola

10 Future Openings

### A1

Antuã  
Pombal  
Aveiras  
Gaia (urban)

### A2

Aljustrel

### A3

Santo Tirso (urban)

### A4

Águas Santas (urban)  
Penafiel

### A5

Oeiras (urban)

### A6

Estremoz



Strong deployment of Colibri units (F&B)

# Projects Status

---



## Service Areas Colibri | new concept

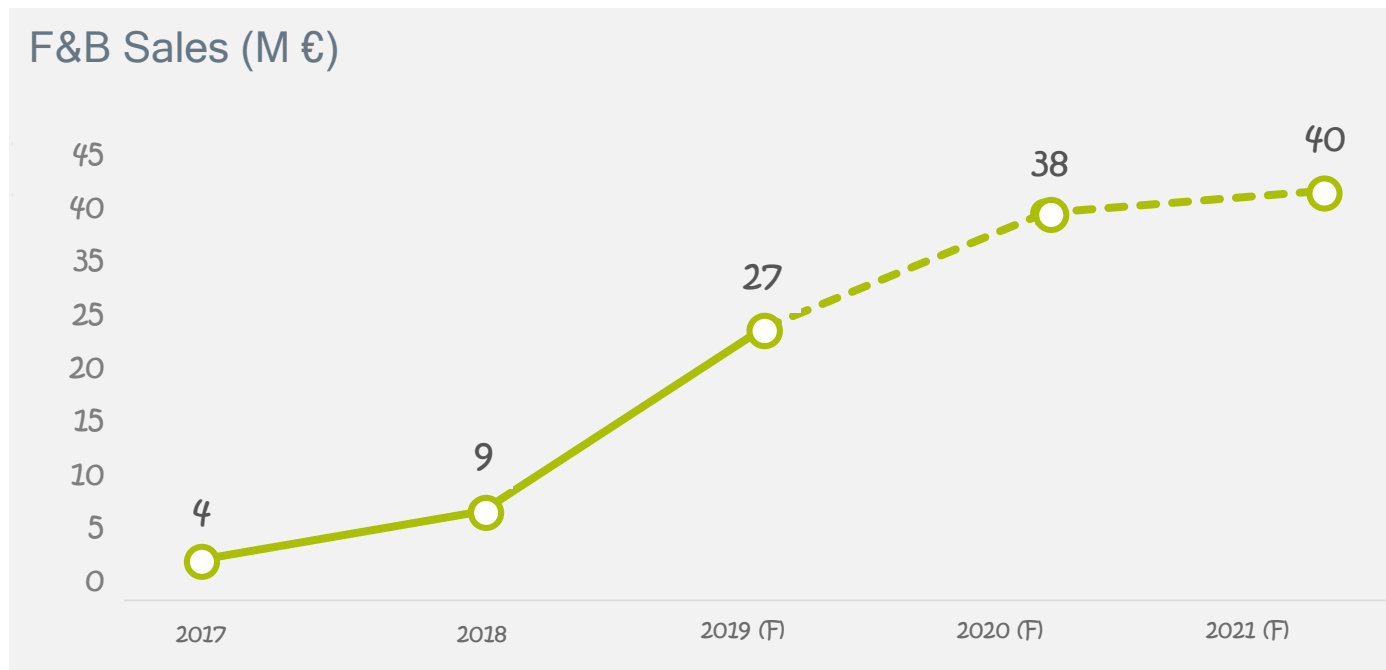


Cafeteria (not restaurant full offer) next to the oil store

+4 Colibri Express not included in the initial portfolio

# Projects Status

## Service Areas Colibri | Results achieved



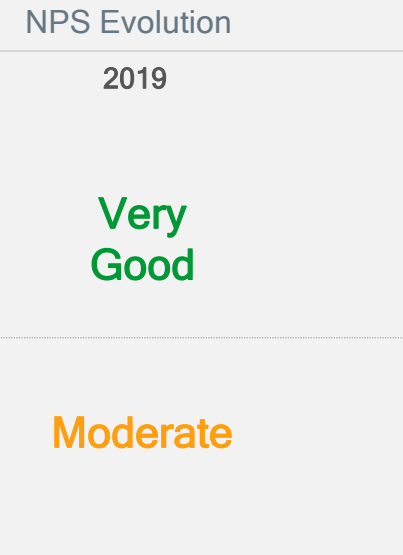
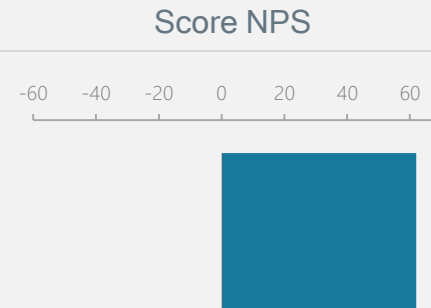
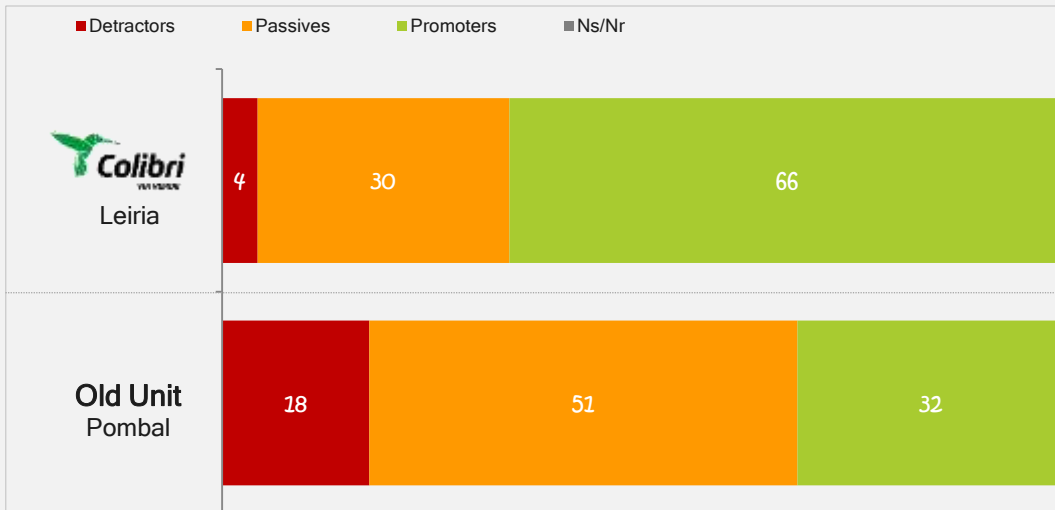
Strong business growth

# Projects Status



## Service Areas Colibri | Results achieved

NPS per services - Customer recommendation by Ipsos



Much higher NPS & higher average ticket



Nuno Martins

From cars to people,  
From fleets to companies  
2019

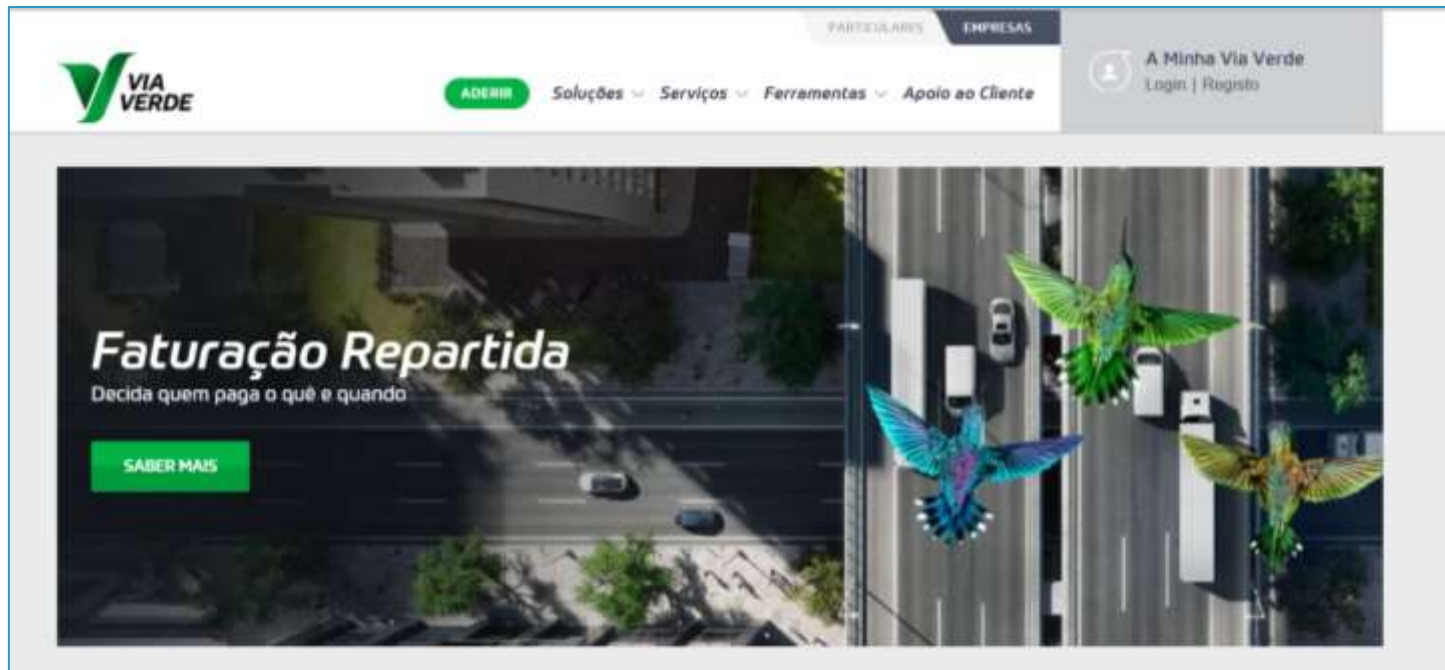


Via Verde Business

# Projects Status



## Via Verde Business | New approach



- Launch of a dedicated portal for business
- Launch of specialized back office
- New support & sales team

Higher client service level & customer insights



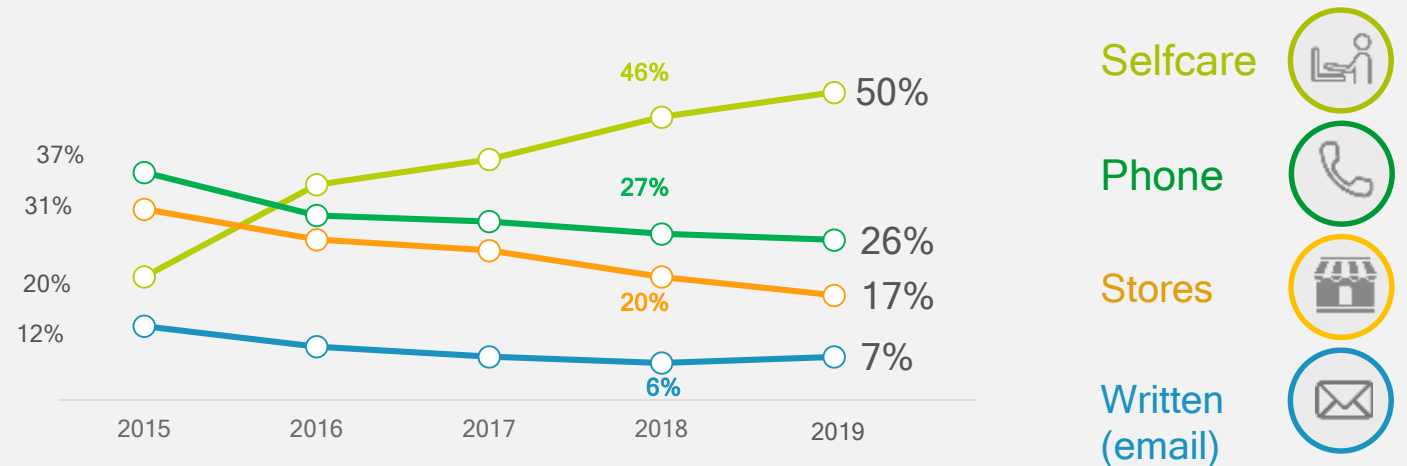
# Projects Status



## Via Verde Business | Digital selfcare client service



Share of interactions per channel



B2B Selfcare supported increase in digital (3.4 M Logins)

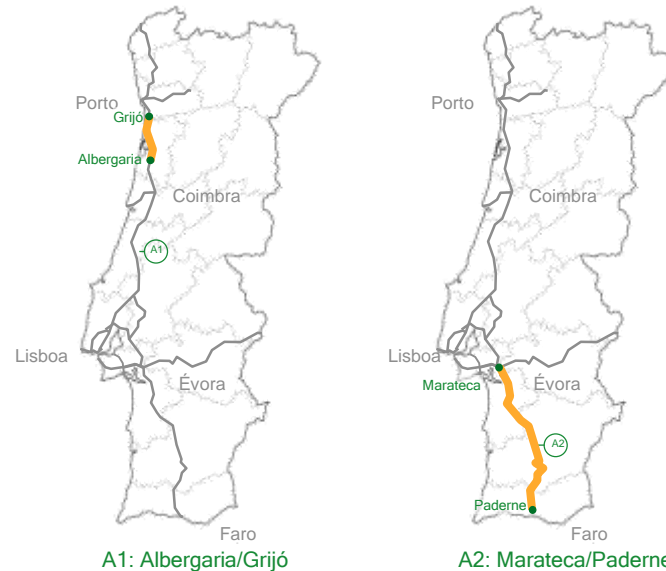
# Projects Status



## Via Verde Business | Pricing Pilot



Examples of motorways stretches of BCR



Toll discounts (credits), only when consumption increases in selected 7 stretches, where there potential to divert traffic.

- 69 transport companies
- Heavy vehicles
- 6 months

Capturing additional revenue from competitive routes (+3%)

Thank you

Luís D'Eça Pinheiro



Offered by:



**30 % program discount on toll  
subscription proposed on French  
networks**

**Malika Seddi, ASFA, France**

# 30 % PROGRAM DISCOUNT ON FRENCH TOLL NETWORK

An answer to the concern expressed



# CONTEXT



- Yellow vest movement started October 2018
- Since 17th of November 2018, demonstration every Saturday
- People were protesting against the gasoline Increase
- The claims have evolved. Protesters are demanding measures to end expensive life & asking for an increase of their power purchase



Les "gilets jaunes" occupent la gare de péage de Bandol, dans le Var  
Crédit : GERARD JULIEN / AFP

# CONTEXT

- ❑ Toll increase in France is contractual
  - Every year : 0,7 % of the inflation rate
  - In January 17th 2019 : meeting convene by the Ministry and the concessionaires
  - ➔ Find appropriate proposal to answer concerns expressed by the French people regarding their purchasing power, in particular for customers who are using motorways in their daily needs.
  - Subscription with 30 % discount have been proposed by the motorway operators

# THE OFFER

- Every year : 0,7 % of the inflation rate
- In January 17th 2019 : meeting convene by the Ministry and the concessionaire
- Find appropriate proposal to answer concerns expressed by the French people regarding their purchasing power, in particular for customers who are using motorways in their daily needs.
- Subscription with 30 % discount have been proposed by the motorway operators



## A NATIONAL OFFER

- ❑ Motorway companies wished to provide answer the concern expressed in particular for customers having to take the motorway for their daily needs and journeys
  
- ❑ “30% offer “subscriptions Launched February 1st, 2019
  - drivers making at least 10 round trips in the month
  - on the same route,
  - 30% reduction in toll rates on all journeys.

# OFFER MADE BY ALL MOTORWAY SECTOR

□ APRR

**MARDI**  
14H21

**FLORIAN  
GAGNE 30 %  
SUR SON  
BUDGET  
AUTOROUTE**

FLORIAN EST UNE CLIENT RÉGULIER DES AUTOROUTES APRR.  
**LES FORMULES APRR** IL Y EN A FORCÉMENT UNE QUI VOUS RESSEMBLE.  
PARLONS-EN.

"3620 DITES MON AUTOROUTE" OU **APRR.FR**

Sanctions en vigueur le 30/01/2020 (voir conditions de l'offre APRR)



**APRR**

**LUNDI**  
10H42

**LAURIE  
FAIT BAISSER  
SON BUDGET  
AUTOROUTE  
DE 30 %**

LAURIE EST UNE CLIENTE RÉGULIÈRE DES AUTOROUTES APRR.  
**LES FORMULES APRR** IL Y EN A FORCÉMENT UNE QUI VOUS RESSEMBLE.  
PARLONS-EN.

"3620 DITES MON AUTOROUTE" OU **APRR.FR**

Sanctions en vigueur le 30/01/2020 (voir conditions de l'offre APRR)



**APRR**

**L'ITD 30  
C'EST CONCRET !**

Si vous effectuez plus de 20 fois le même trajet par mois sur l'autoroute APRR (par 10 aller-retours), nous accordons une réduction de 30% sur tous vos trajets effectués dans le mois. Offre spécialement conçue pour des clients de l'autoroute effectuant des trajets réguliers au minimum en le week-end, de leur semaine de nuit, pour le travail ou pour les loisirs.

**-30%**

**L'ITD 30  
C'EST TOUT  
SIMPLE !**

- 30% de réduction sur un trajet déterminé à partir de 20 trajets dans le mois.
- Votre badge télépéage valable partout en France.
- Votre accès à l'**Espace Client** pour suivre votre consommation 24h/24.
- Vos factures au format électronique.
- Votre badge est accepté dans plus de **350 parkings en France**.

**EXPÉDIÉ SOUS 48H\***

**COMMANDER MAINTENANT >**

**Conditions et tarifs**

- Prix de gestion de 1,50 € par mois (facture électronique)
- Prix de location : 4 € par mois
- Offre valable réservée aux particuliers
- Accessible aux seuls véhicules de classe 1 et 2

**UNE OFFRE OPÉRÉE PAR AREA**

# OFFER MADE BY ALL MOTORWAY SECTOR

## Sanef Group



# OFFERS MADE BY ALL MOTORWAY SECTOR

## □ VINCI Autoroutes



AFFICHES



DEPLIANT



RESEAU SOCIAL



# OFFERS MADE BY ALL MOTORWAY SECTOR

## □ Les offres des autres sociétés



**Découvrez  
l'abonnement  
Fréquence  
Landes - 50%**

# PROMOTION OF THE 30% DISCOUNT SUBSCRIPTION ON THE MOTORWAY WEBSITE

APRM et sa filiale ASFA s'engagent pour réduire le budget autoroute et l'impact CO2 de vos déplacements de 30% sur vos trajets réguliers !

**LUNDI DÉMARRÉ**  
**LAURIE FAIT BAISSER SON BUDGET AUTOROUTE DE 30%\***

\* Offre soumise à conditions

Offre valable du 01/02/2020 jusqu'au 31/01/2021

**Des réductions dès votre 20ème trajet !**

Vous effectuez régulièrement le même trajet sur le réseau APRM ou sur le réseau AREA ? En rejoignant au moins 20 trajets effectués dans le mois, ou au cumulatif par semaine à 10 aller-retours, avec CTO 30 vous bénéficiez de 30% sur l'ensemble de vos trajets !

Cette offre a été spécialement pensée pour des clients qui effectuent des trajets réguliers, qu'ils soient réalisés en semaine ou le week-end, de jour comme de nuit, pour le travail ou pour les loisirs.

Un exemple : vous effectuez 10 aller-retours par mois entre Paris-Nord et Bayonne (A10). Grâce à CTO 30, vous réalisez une économie mensuelle de 23,00 € net. En effectuant 20 aller-retours par mois, l'économie s'élève à 47,00 € net.

VNI&I AUTOROUTES lance ULYS 30, L'ABONNEMENT QUI OFFRE 30% DE RÉDUCTION SUR LES TRAJETS RÉGULIERS

Ulys 30 permet de bénéficier d'une réduction de 30% sur les trajets effectués sur le réseau autoroutier français.

Ulys 30 permet de bénéficier d'une réduction de 30% sur les trajets effectués sur le réseau autoroutier français.

• Plus d'infos : [www.uly30.com](#)  
• Plus de détails : [www.uly30.com](#)

## ABONNEMENT DOMICILE TRAVAIL

Liber-t + Fréquence Landes + nouvelle formule unique à compter du 1er février 2020

Vous empruntez régulièrement l'autoroute A63-landes (section de l'A63 entre Salles et Saint-Gours-de-Marennes) pour vous rendre sur votre lieu de travail. Conformément aux engagements pris, Landes vous propose la formule d'abonnement « Fréquence Landes » afin de faire des économies sur vos trajets domicile-travail et profiter des voies télépéage.

Réserve aux particuliers circulant en véhicules légers de classe 1, 2 ou 3.



**ABONNEMENTS AUTOROUTES À -30% DE RÉDUCTION**

LES 5 CHOSES À SAVOIR SUR LES NOUVEAUX ABONNEMENTS AUTOROUTES

Depuis le 1<sup>er</sup> février, les nouvelles expériences d'abonnement ont lancé des abonnements permettant aux véhicules fréquents d'obtenir de série des économies substantielles sur le long terme.

Les offres sont destinées à alléger le budget mensuel des personnes qui réalisent un long trajet régulier ou autoroute qui se rendent à leur travail, afin de réduire le coût de leur trajet.

Ces abonnements réguliers sont spécialement pensés pour les trajets réguliers qui leur permettent de bénéficier de réductions de 30% sur l'ensemble de leurs trajets effectués sur le réseau autoroutier français.

**Liane** L'offre Liane

**-30%** 30% de réduction dès le 20ème trajet du mois entre la Haute-Savoie et Genève !

Si vous effectuez plus de 20 fois le même trajet par mois sur les réseaux AREA et ADELAC (soit 10 aller-retours), nous accordons une remise de 30% sur tous ces trajets effectués dans le mois.

Réduction applicable aux véhicules de classe 1 et 5. Offre conçue pour les particuliers.

**L'ADEPTE**

Vous utilisez l'Autoroute Blanche (A40) au moins 1 fois/semaine

Nous avons une offre faite pour vous !

Economisez jusqu'à 30% sur le montant de tous les péages du trajet, et cela pour les véhicules de classe 1 et 2.

Votre badge télépéage valable partout en France

Votre abonnement à partir de **3,08€/mois HT**

OFFERT

Accueil • Particularités • EASYTRIP PASS - A28 ALIS

**EASYTRIP PASS - A28 ALIS**

LE TÉLÉPÉAGE POUR LES TRAJETS DOMICILE - TRAVAIL SUR LE RESEAU ALIS

30% de réduction sur l'A28<sup>1</sup> sur le réseau ALIS (Rouen - Alençon Nord)

pourquoi s'abonner ?

**Liber-t**

du Nord au Sud

Le badge "Liber-t" simplifie vos trajets et vous offre un double avantage :

- Un passage rapide sans paiement immédiat sur l'ensemble du réseau autoroutier français. Vous passez dans les voies réservées signalées par un **L** et recevez votre facture en fin de mois.
- Péage à - 50 % à partir de 10 aller-retours mensuels sur l'autoroute A88.

Pour passer rapidement votre abonnement à l'état suivant.



# PROMOTION ON TWITTER

**VINCI Autoroutes** @VINCIAutoroutes · 30 janv.  
 Vendredi, nous lançons #Ulys30, un abonnement spécialement conçu pour faciliter les déplacements quotidiens.  
 A partir de 10 allers-retours/mois sur un itinéraire choisi, vous pouvez bénéficier de 30% de réduction sur ces trajets et les suivants.  
[bit.ly/2DLog8B](http://bit.ly/2DLog8B)



**Ulys** @Ulys\_et\_Vous · 1 févr.  
 Vous faites 10 fois le même aller-retour dans le mois ? Que ce soit pour visiter belle maman 🍷, aller au travail 🏢 ou à l'entraînement de ping-pong 🏓, #Ulys30 est fait pour vous ! Avec Ulys 30, bénéficiez de 30% de réduction au péage sur vos trajets réguliers ! 🚗



**APRR** @VoyageAPRR  
 Prêt 🚗 GO ! L'offre CITO 30 est lancée ! Dès aujourd'hui, vous pouvez économiser 30% sur votre budget autoroute, si vous réalisez au moins 20 trajets identiques dans le mois. 🚗 [ow.ly/DEkd30nxSGy](http://ow.ly/DEkd30nxSGy)



**A LIÉNOR - Autoroute A65** @A65Alienor · 2 avr.  
 Pour vos déplacements fréquents sur A65, pensez #Cito30, disponible sur [a65-alienor.com/cito30](http://a65-alienor.com/cito30) #AutorouteA65 #Alienor #A65 #Télépéage CC. @VoyageAPRR



**Bip&Go** @bipandgo · 3 mai  
 Vous êtes un utilisateur régulier de l'@autoroute et vous réalisez au moins 10 allers-retours dans le mois sur votre trajet favori ? 🚗 Profitez de l'offre domicile/travail à -30% sur les prix de votre #péage ! 🚗  
 Pour plus d'infos : [bit.ly/2ZV8MLI](http://bit.ly/2ZV8MLI)



# PROMOTION ON FACEBOOK

**VINCI Autoroutes**  
30 janvier · 🌐

Vendredi nous lançons Ulys 30, un abonnement qui offre 30% sur vos trajets réguliers.  
Si vous effectuez au moins 10 allers-retours par mois (ou l'équivalent de 20 trajets) sur un itinéraire choisi, vous pouvez bénéficier d'une réduction de 30% sur l'ensemble de ces trajets et les suivants.  
Ulys 30 a pour but de vous faciliter les déplacements du quotidien.



The graphic features the 'uly's t' logo on the left. In the center is a blue car icon. On the right, a pink starburst contains the text 'NOUVEAU ULYS 30' and '-30% sur votre trajet régulier'.

**Bip&Go - Télépéage**  
4 février · 🌐

Pour les utilisateurs réguliers de l'autoroute, une nouvelle offre est disponible : -30% sur le prix de votre péage dès 20 trajets réalisés dans le mois ! Retrouvez les infos et conditions sur notre site : <https://www.bipandgo.com/abonnement-domicile-travail/>



The graphic shows a top-down view of a toll plaza with several lanes. Cars are shown driving through the lanes, and toll booths are visible above the lanes.

BIPANDGO.COM  
**Formule d'abonnement télépéage domicile travail | Bip&Go**  
Formule d'abonnement au télépéage Liber-t avec 30% de réduction sur le...

**APRR**  
30 janvier · 🌐

Oyé, oyé habitués de l'autoroute ! Découvrez CITO 30, notre nouvelle offre qui vous fait bénéficier de 30% de réduction, dès 20 trajets identiques réalisés dans le mois. 🚗  
Profitez en > <http://ow.ly/CtyV30nvOQn>



The graphic shows a road with a play button icon and the text 'AVANT DE PRENDRE LA ROUTE, CONSULTEZ LES WEBCAMS !' and 'CLIQUEZ ICI >'.

APRR.FR  
**Avec l'abonnement CITO 30, réduisez votre budget péage de 30 %**  
APRR et sa filiale AREA s'engagent pour réduire le budget autoroute et lancent CITO 30, une offre qui vous fait économiser 30 % sur vos trajets...



# PROMOTION DISSEMINATE BY ASFA

## Targeting Media



## dissemination throughout social media



# 30% ETC SUBSCRIPTION IN THE NATIONAL NEWSPAPER 20 ARTICLES

**AFP**  
 PAYS: France  
 SURFACE: 30 %  
 PERIODICITE: Quotidien  
 17 janvier 2019 - Edition FE Geo

**Autoroutes: pas de gel des tarifs, mais une ristourne pour les conducteurs réguliers**  
 PAYS: France  
 TYPE: Web Grand Public  
 1er 2019 - 18.44

**Le Revenu**  
**Les sociétés d'autoroutes proposent des réductions, dit Borne**  
 SURFACE: -15 %  
 PERIODICITE: Hebdomadaire  
 1er 2019 - N°1515

## Autoroutes Des baisses de tarifs en vue

**Aujourd'hui**  
 PAGES: 17  
 SURFACE: 30 %  
 PERIODICITE: Quotidien  
 18 janvier 2019 - N°6271

**ÉCONOMIE**  
**30% de ristourne sur les trajets réguliers**  
**AUTOROUTES** Les péages augmenteront de 1,8 % au 1<sup>er</sup> février, mais les tarifs baisseront de 30 % pour ceux faisant dix allers-retours par mois.

**Péages à -30%: mode d'emploi**  
 Les sociétés d'autoroutes proposent des réductions de 30 % pour les trajets domicile-travail. Comment profiter de cette mesure ?

**30% de réduction sur les trajets réguliers**  
 Les sociétés d'autoroutes proposent des réductions de 30 % pour les trajets domicile-travail. Comment profiter de cette mesure ?

**Le Monde**  
 PAGES: 5  
 SURFACE: 14 %  
 PERIODICITE: Quotidien  
 18 janvier 2019 - Eco et Entreprise

**ÉCONOMIE & ENTREPRISE**  
**Autoroutes : péages allégés pour les usagers réguliers**  
 Selon le ministre des transports, la ristourne de 30 % concernerait 1 million de personnes  
 PAYS: France  
 PAGES: 23  
 SURFACE: 34 %  
 PERIODICITE: Hebdomadaire  
 18 janvier 2019 - N°3187

**PÉAGES** Le ministre des Transports attend un effort des concessionnaires, dont les tarifs augmentent au 1<sup>er</sup> février  
 Les sociétés d'autoroutes ont annoncé leur intention de proposer une ristourne de 30 % aux usagers réguliers. Mais le ministre des Transports, Stéphane Leclercq, a demandé aux concessionnaires de ne pas augmenter leurs tarifs au 1<sup>er</sup> février. Il leur a demandé de négocier la ristourne de 30 % avec les usagers réguliers. Les sociétés d'autoroutes ont accepté de proposer une ristourne de 30 % pour les usagers réguliers. Mais le ministre des Transports, Stéphane Leclercq, a demandé aux concessionnaires de ne pas augmenter leurs tarifs au 1<sup>er</sup> février. Il leur a demandé de négocier la ristourne de 30 % avec les usagers réguliers.

**Les Echos**  
 PAYS: France  
 PAGES: 17  
 SURFACE: 20 %  
 PERIODICITE: Quotidien  
 18 janvier 2019 - N°2288

**INDUSTRIE & SERVICES**  
**Autoroutes : une réduction de 30 % des péages pour les trajets domicile-travail**

**LE FIGARO**  
 PAYS: France  
 PAGES: 14-15  
 SURFACE: 67 %  
 PERIODICITE: Quotidien  
 18 janvier 2019 - N°24279

**Autoroutes : les conducteurs effectuant au moins 10 allers-retours par mois sur le même trajet pourront bénéficier d'une réduction de 30 % sur les tarifs de péages**

**LE FIGARO**  
 PAYS: France  
 PAGES: 16  
 SURFACE: 23 %  
 PERIODICITE: Quotidien  
 17 janvier 2019 - N°6274

**Ulys 30 de Vinci : 30% de réduction sur les trajets réguliers**  
 Les usagers qui ont de l'abonnement Ulys 30 ont leur voiture pour aller travailler leur lieu de travail. Ils ont leur voiture pour aller travailler leur lieu de travail. Ils ont leur voiture pour aller travailler leur lieu de travail.

**LA CROIX**  
 PAGES: 11  
 SURFACE: 31 %  
 PERIODICITE: Quotidien  
 18 janvier 2019 - N°6108

**ÉCONOMIE**  
**Une ristourne de 30 % pour les trajets réguliers sur autoroutes**  
 Les sociétés d'autoroutes proposent des réductions de 30 % pour les trajets domicile-travail. Comment profiter de cette mesure ?

**LE FIGARO**  
 PAGES: 23  
 SURFACE: 12 %  
 PERIODICITE: Quotidien  
 18 janvier 2019 - N°23150

**> FOCUS**  
**LES SOCIÉTÉS D'AUTOROUTES FONT UN GESTE**

**LE FIGARO**  
 PAYS: France  
 TYPE: Web Grand Public  
 1er 2019 - 18.44

**Les sociétés d'autoroutes proposent des réductions, dit Borne**



# « ONLINE » : MORE THAN 50 REPRISES (1)

**LE FIGARO**

**Autoroutes: comment bénéficier des réductions de 30%**



14 février 2019 - 16:49

**francetvinfo**

**Autoroutes : pas de gel des tarifs, mais 30% de réduction sur les trajets réguliers**

Le péage vont augmenter en moyenne de 18% en 1er février, mais les sociétés autoroutières baisseront de 30% la facture pour ceux qui font des allers-retours par mois.

14 février 2019 - 16:49

**RTL**

**Péages : réduction de 30% pour les automobilistes faisant 10 allers-retours par mois**

2019 - 16:49

**l'expression**

**Autoroutes: 30% de réduction pour 10 allers-retours par mois**

14 février 2019 - 17:16

**LE HUFFINGTON POST**

**Les autoroutes offriront 30% de réduction aux péages à partir de 10 allers-retours par mois**

7 janvier 2019 - 19:47

**MEDIAPART**

**Les sociétés d'autoroutes proposent des réductions, dit Borne**

14 février 2019 - 17:01

**BFM TV**

14 février 2019 - 16:46

**francetvinfo**

**Péages des autoroutes : 30 % de réduction dès 10 allers-retours par mois**

14 février 2019 - 19:44

**JDD**

**Autoroutes: réduction de 30% à partir de 10 allers-retours par mois**

14 février 2019 - 18:11

**bleu**

**Péages: les autoroutes s'engagent à proposer des tarifs réduits jusqu'à 30%**

14 février 2019 - 16:39

**Autoroutes : un rabais pour 1 million de personnes**

**Tarifs des péages : les sociétés d'autoroute annoncent une réduction pour les usagers réguliers**

**Les sociétés d'autoroutes proposent une réduction de 30% à partir de dix allers-retours par mois**

# « ONLINE » : MORE THAN 50 REPRISES (2)

LA MONTAGNE | À LA UNE | VIE LOCALE | SPORTS | LOISIRS | ÉCONOMIE

varamatin.com  
URL: http://www.varamatin.com/  
PAYS: France  
TYPE: Web-Grand Public  
17 janvier 2019 - 17:15

## Voiture

### Comment bénéficier de la réduction de 30 % au péage des autoroutes en Auvergne ?

Transports

### Autoroutes : les concessionnaires comme AREA s'engagent à faire faire 30% d'économies aux usagers réguliers

Jeu 17 janvier 2019 à 18:17 - Par [Nelly Aoudnat](#), France Sites Pays de Savoie

DNA  
PAYS: France  
TYPE: Web-Grand Public

nvier 2019 - 17:44

### Autoroutes: réduction de 30 % à partir de 10 allers-retours par mois

3 provençe alpes côte d'azur  
direct tv | replay | météo | info trafic  
sélection | actualités | factu en vidéo | société | politique | économie | sport

1er février : augmentation des tarifs aux péages et rabais de 30% à partir de 10 allers-retours par mois

### Les automobilistes vont bénéficier d'une réduction de 30% à partir de 10 allers-retours par mois sur l'autoroute

nice-matin.com  
PAYS: France  
TYPE: Web-Grand Public

nvier 2019 - 17:20

### Les automobilistes vont bénéficier d'une réduction de 30% à partir de 10 allers-retours par mois sur l'autoroute



### Les questions sur le nouvel abonnement de Vinci qui offre 30% de réduction sur vos trajets réguliers sur l'autoroute

Occitanie | actuToulouse

Société | Faits divers | Économie | Politique | Loisirs-Culture | Sports | Infos

### Occitanie : voici comment bénéficier des 30% de réduction aux péages à partir du 1er février

À partir du vendredi 1er février 2019, la société Vinci Autoroutes va proposer une réduction de 30% aux péages pour « les trajets du quotidien ». Voici comment en profiter.

Publié le 31 Jan 19 à 8:42

### Les questions sur le nouvel abonnement de Vinci qui offre 30% de réduction sur vos trajets réguliers sur l'autoroute

FRANCE | OCCITANIE | 34300P005 | PAR LA RÉDACTION | Mis à jour le 31/01/2019 à 13:42 | Publié le 31/01/2019 à 07:48

# TV & RADIO

- Around one hour audience at prime time
- a cumulative audience of 45.5 million over twenty days



# TV & RADIO (2)



# EXCELLENT FEEDBACK FROM CUSTOMER : VERBATIM SANEF CLIENTS

90%  
Satisfied clients

This offer is really very interesting because it will lighten my budget. I take the motorway every day to go to my place of work and it's really a big budget

To continue and to expand. I am a customer for a very long time on the SANEF network (1988) on average 3 return trips per week»

88%  
talk about it  
around them

« It's a very good incentive. I pay 7 euros per day or nearly 160 euros per month to go to work, this will allow me to save money which is desirable for a fixed route that I must carry out.»

# EXCELLENT FEEDBACKS ON VINCI NETWORK



ULYS 30  
**UNE DÉCISION TRÈS BIEN ACCUEILLIE**

GRAND PUBLIC



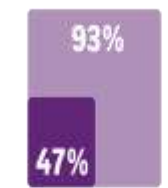
ABONNÉS B to C



ABONNÉS B to B



LEADERS D'OPINION



Bonne décision  
 Dont Très bonne décision

A l'occasion de la révision des tarifs de péage en janvier dernier, les sociétés d'autoroutes ont proposé d'accorder une réduction de 30% sur ces tarifs aux automobilistes réalisant au moins 10 allers/retours par mois sur un même trajet et ce, sans limitation de distance. Cette réduction concerne notamment les trajets domicile/travail. A propos de cette réduction de 30%, diriez-vous que c'est une bonne décision ?

ACTUALITÉ  
IMAGE  
EXPÉRIENCE CLIENTS





# A GREAT SUCCESS

- Around 120 000 subscriptions by end of December 2019
- An offer completing existing local subscription programs
- Very well welcome by clients

**THANK YOU FOR YOUR ATTENTION**

**MORE INFORMATION – [malika.seddi@autoroutes.fr](mailto:malika.seddi@autoroutes.fr)**

**[WWW.AUTOROUTES.FR](http://WWW.AUTOROUTES.FR)**



@ASFAutoroutes

Q&A



WiFi: asfinag-guest  
Password: fsTrzw2m!

Offered by:



# Lunch

**13:00 - 2nd Panel**