

## MARKETING

Nelson\Nygaard integrates transportation planning and public outreach expertise into our transit marketing plans. We create successful low-cost and no-cost strategies that enhance and maintain demand for new and existing transit systems, from system identity and informational programs to niche marketing and special promotions.

### Marketing Strategies

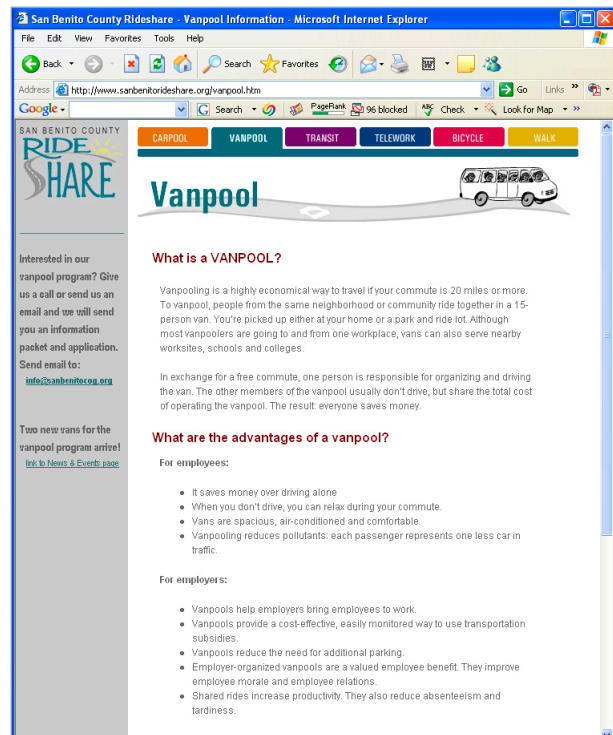
A strong transit-marketing program begins with solid market research. It considers the mission of the agency, its services and target population to develop the most effective means to distribution information and promote service. Nelson\Nygaard's multifaceted marketing plans combine state-of-the-art research techniques, service branding, advertising and outreach, and are tailored to the unique needs and budgets of each client.

### Implementation

Nelson\Nygaard puts its marketing plans into action with public information campaigns using advertising, media outreach, brochures, telephone informational services, websites and on-line information kiosks. The firm's cost-effective implementation does not come at the expense of quality: our graphics department provides exceptional design services, creating informative and exciting printed and online materials. Our logos, advertisements, informational brochures and websites are currently in use by programs nationwide. We also have special experience in making public information accessible to seniors and people with disabilities.

### Special Events and Promotions

Nelson\Nygaard can build buzz for new transit services and transportation programs by planning special events, and has organized and staffed conferences and kick-off events.



### Recent Projects include:

- Berkeley, California — Transportation Options Marketing Program
- B-Line Transit, California — Branding and Marketing Implementation
- Alameda County, California — Accessible Information Marketing Plan