AGENDA

- Our Experience
- Our Approach
OUR EXPERIENCE

- Nationally recognized experts in branding and public involvement
- Nationally recognized in tolling initiatives
- A winning combination
OUR EXPERIENCE
CASE STUDY 2: KENTUCKY UNBRIDLED SPIRIT

PUBLIC EDUCATION
AND OUTREACH

Intercept interview segment
OUR APPROACH

DISCOVER  EXPRESS  CONNECT

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THE CHALLENGE: DISCOVER

- Understanding public opinion early is vital
- Identify all opportunities and obstacles
- Use research to guide planning

PLAN DEVELOPMENT: EXPRESS

- Establish audience targets and priorities
- Define comprehensive goals
- Develop communications plans
PLAN IMPLEMENTATION: CONNECT

- Create a distinctive brand
- Develop promotional materials
- Ongoing media relations
- Public outreach events
- Social media/web updates
- Advertising campaign

DEFINING SUCCESS

- Early engagement with all key audiences
- Coordinated communications effort between both states
- Communications in lockstep with project milestones
- Evaluation throughout entire process