

TORONTO RAILWAY MUSEUM - IMC

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INTRO TO TRM: BACKGROUND



- Toronto Railway Museum (TRM) shares the stories of Toronto's railway history.
- TRM is 1/several railway museums in Ontario.
- TRM is 1/700 museums in Toronto.
- Operated by the Toronto Historical Association, registered non-profit registered charity.

The background image shows a city skyline with several tall skyscrapers under a blue sky with scattered clouds. In the foreground, a dark-colored train with a yellow stripe is visible, with a person in a high-visibility vest in the driver's window. The train has the number '1' and a crest on its side. The text 'TO RAILWAY' and 'MUSEUM.COM' is visible on the side of the train. A white rectangular box with a thin blue border is centered over the image, containing the text.

THE CHALLENGE

Encourages families to add TRM to their other plans when visiting downtown Toronto

&

Leverage partnerships with attractions, businesses

Key Issues

- Standard working hours are unfavorable for the business
- Insufficient indoor space
- Low awareness among the potential clients
- Low social media presence



POSSIBLE GAINS IF CHALLENGE IS MET

- Sense of belonging to the community
- A platform for creation of happy family memories
- The world-class educational experience for kids



OUR OBJECTIVES

- Increase museum visits by 15% (~5,000 tickets) during Sep -April 2022 (~600 per month)
- Increase 15% awareness of Toronto Railway Museum as a downtown popular tourist attraction, between May–August 2022
- Increase in 15% returning visitors to the museum



TARGET AUDIENCE

- Gender: M and F
- Age: 30-65
- Secondary Audience: Age 4-15
- Income: CAD \$40,000
- Education: College and higher
- Behavior
 - Knowledge-seeker
 - Adventurous
 - Family-oriented
 - Curious



CONSUMER INSIGHT

“I want to take my family and friends to a place where we can have both an educational and fun experience together.”



Recommended Partner

GO-Transit x TRM





GO-Transit

- Canada's first regional public transit system
- Annual ridership: 71.7million (2018)
- The Go-Transit runs 272 train trips accommodating 217,000 boardings (2019)
- At least 91% of the train ridership is to and from Union Station in downtown Toronto
- Connects 17 municipal transit systems



GO-Transit x TRM

“

- Connected through the history and the development of railways in Canada
- Mutually beneficial partnership
 - Education
 - Experience
 - Usage
 - Advertising
 - Human connection
- Close in proximity

Our Campaign Idea



Events/Participation



GO & TRM Excursion

- Combo tickets include both GO transit fare and the TRM ticket
- "Presto-card" x TRM
- An excursion (*past, present, future*)
- QR code: Interactive experience to educate through excursion and incorporates human connection to railways on ticket





Past



Present



Future



BENEFITS TO TRM

- Increase brand awareness at a comparatively low budget
- Appeal to a broader group of audience
- Access to well-established platforms
- Additional fun activity for TRM visitors



BENEFITS TO GO TRANSIT

- Greater access to TRM visitors
- Connect their customers with information that caters to their individual interests
- Visitors would prefer GO transit over other modes of transport.
- Better value to its customers



IMC Campaign



“Let’s Stay Connected”

IMC Plan

Objectives:

- Increase museum visit by 15% during September – April 2022
- Increase awareness of TRM as a downtown destination between May-Aug 2022

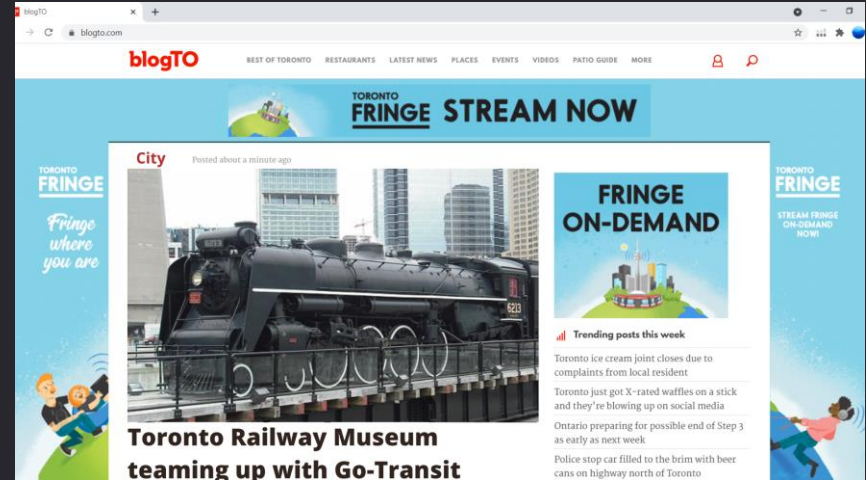
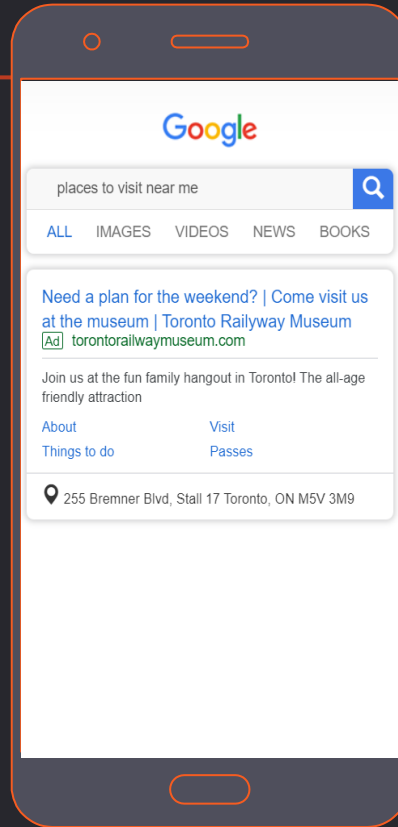
Strategy:

Create a 40% increase in brand awareness of the TRM by implementing a solid IMC Plan



Paid Media

- Google Search Ads
- PR: Blog sites such as Narcity Toronto, BlogTO, Toronto Blogs



Paid Media

- Facebook & Instagram Ads
- Social Media Influencer Marketing: Give Away's and TRM Takeovers



Toronto Railway Museum
24 September at 09:08 am · 🌐

Join us at the fun family hangout spot in Toronto!

You can book your tickets online through our website or by simply just scanning the QR code!

#LETSSTAYCONNECTED #TRMFAMILY #HISTORY #TORONTO



231 likes · 26 Comments · 87 Shares

Like Comment Share



torailwaymuseum
Toronto, Ontario



101 likes

Torailwaymuseum Need a plan for the weekend? Come visit us at TRM and enjoy our museum's all-age friendly attractions!

#LETSSTAYCONNECTED #TRMFAMILY #HISTORY #TORONTO

Paid Media

- OOH Media: Banners & Posters



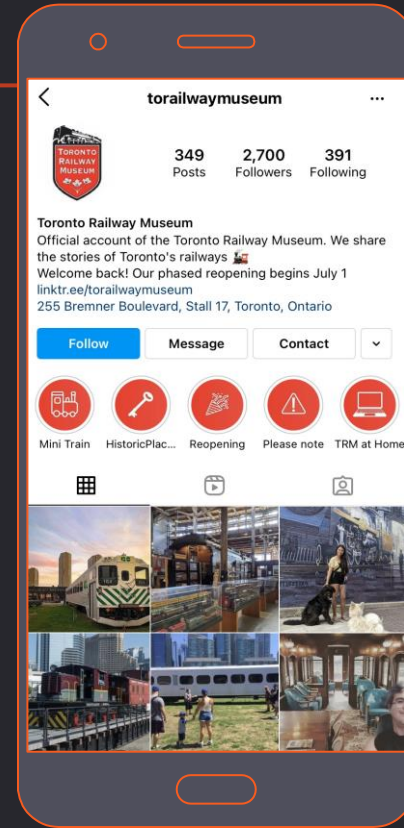
Earned Media

- WOM through social media will come naturally from event goers sharing their pictures on social media
- Customer reviews
- Features on newspapers/blog posts



Owned

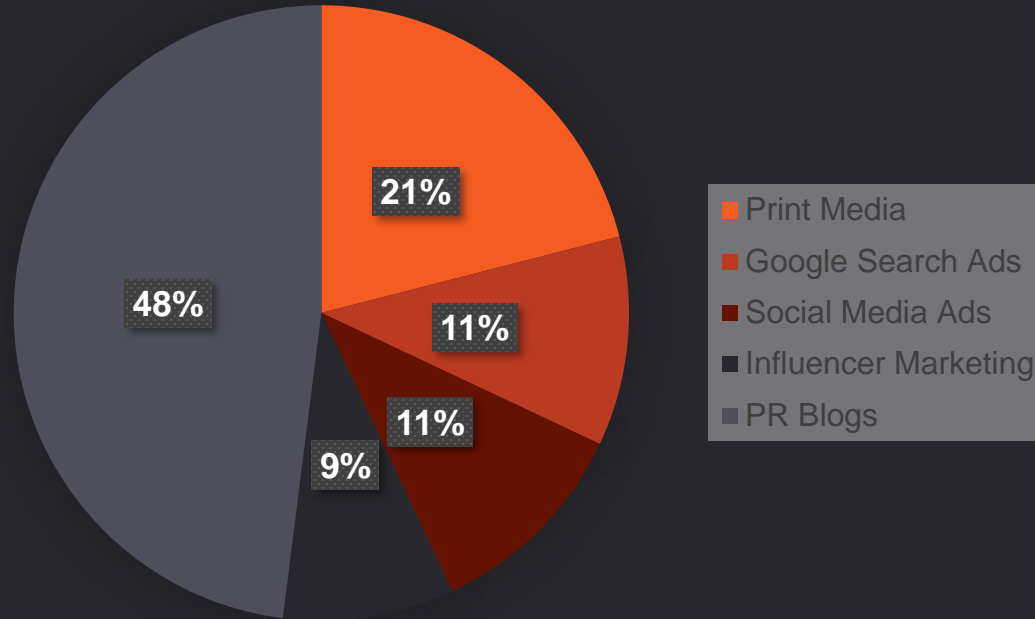
- Social media – Let's Stay Connected Contest
 - Facebook
 - Instagram
 - Twitter
- Email Marketing: Let's Stay Connected Contest



Media Calendar

Week beginning Monday	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	Budget
<u>PAID</u>									10,000
Google Search Ads	[Red blocks]								1000
Facebook & Instagram Ads – stories & feed posts	[Red blocks]								1000
Social Media Influencer Marketing	[Red blocks]								800
PR: Blog Features	[Red blocks]								5300
Print Media	[Red blocks]								1900
<u>EARNED</u>									0
Social Media	[Blue blocks]								
Customer Reviews	[Blue blocks]								
<u>OWNED</u>									0
Social Media	[Orange blocks]								
Email Marketing	[Orange blocks]								
									10000

Budget



ROI

Marketing budget
\$10,000

Expectation
\$100,000 in ticket sales

TRM'S EXPECTED ROI
900%



Measurement of Campaign Success

30,000+ unique visitors on TRM website
with 2 mins average time spent on page

120,000+ impressions
on blog posts, social media posts

5,000+ ticket sales
during the IMC Campaign (Sept-April 2022)

100% on Budget!!



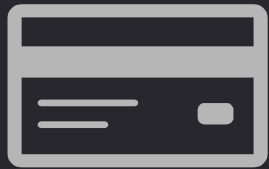
All aboard the TRM Train!

#LetsStayConnected

TRM SMALL INNOVATIVE IDEAS

1. Fundraising Events

- Invite George Brown students to hold a fundraising events to generate awareness and raise money towards the TRM.



2. Social Media Trend

- Start a "#LetsStayConnected" social media trend on social media to generate awareness for next year.



3. Upgrade the Curriculum

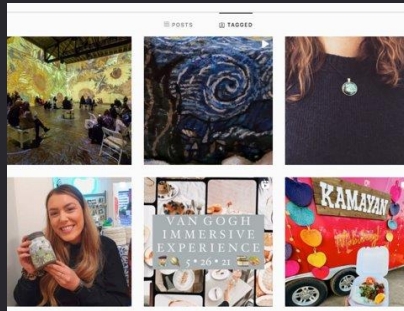
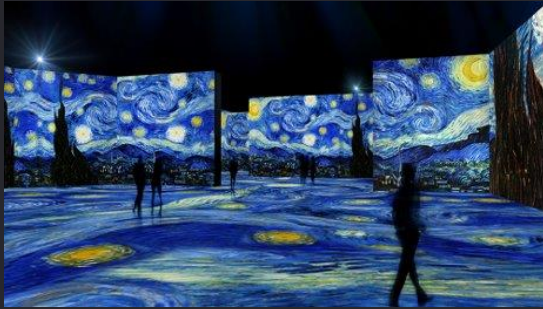
- Revamp the online curriculum and introduce new insights of the future of technological train advancements.
- Offer online and in-person experience
- Make it interactive



TRM BIG INNOVATIVE IDEAS

1. TRM Art Exhibit

- A digital gallery of train event to generate awareness.
- Similar to the Van Gogh Exhibit, but to add a creative insight to the TRM and to railways.
- This will attract new people and it will be beneficial in regards to organic advertising as many people would post about it.
- Show old trains, new trains, toy trains; make it creative and fun.
- Interactive with music, educational, and a fun experience.



2. Instead of "Wall of Fame" ... "Wall of Trains"

- Revamp the TRM and introduce a "Wall of Trains" theme, with pictures of old trains, and space for future trains at the exhibit.
- Make it digitally appealing and interactive.
- This can offer an insight of how times have changed.



3. Revamp the TRM

- Reconstruct the entire TRM Museum.
- Keep the old station and the history as it connects to their routes, but offer a new station of the future of technology.
- Offer a way to enter the old train rides and a tour of the new train ride.
- This will be beneficial to compare and contrast history to the future.
- It will offer a sense of curiosity and invite more people in after the development.



THANKS!

ANY QUESTIONS?

