



**USING NEW MEDIA AND STORYTELLING
TO DELIVER YOUR MESSAGE**

transurban



MANAGED LANES: Communication Challenges

USING REAL LIFE STORIES TO DRIVE VALUE MESSAGE



*"I've shaved an hour off my daily commute.
It's made me a better dad and a better husband."*

- Donald B.
Stafford, VA



*"With my second child on the way and
having to juggle doctor appointments and
my son's school activities, you can't
put a monetary amount on saving time."*

- Yvette M.
Dumfries, VA



*"I own a small maid service and pay for my employees
to use Express Lanes. We are like cleaning superheroes
now, flying from one home to the next with no stress."*

- Sarah P.
Owner, SparkleClean Maid Service
Alexandria, VA

*"My commute used to
take over an hour. Now it takes
25 minutes. I use that time with
my family. Family is my priority."*

- Luis B.
Woodbridge, VA





REAL STORIES FROM THE EXPRESS LANES





In 2015, time spent on social media overtook time spent watching TV for the first time ever

Flurry Mobile, 2015

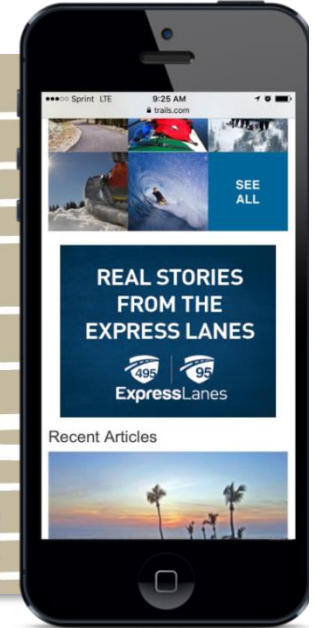
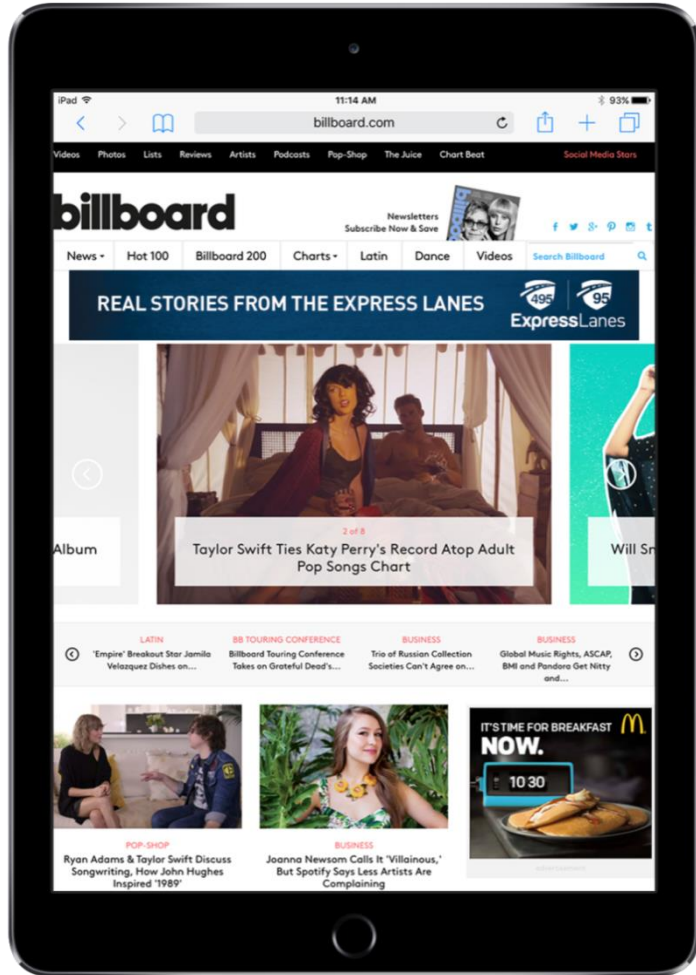
69% of Millennials list Facebook as a source for news and primary source of information

Christopher Newport University, December 2015

51% of 495 and 95 Express Lanes customers are Millennials

KRC Research, Fall 2015

MOBILE & TABLET



SOCIAL MEDIA

facebook

twitter



VA Express Lanes

Published by Kristy Hanley [?] · November 9, 2015 ·

As a working mom with a second child on the way, Yvette utilizes the Express Lanes to juggle doctors appointments, work meetings, and her son's school activities. The Express Lanes have reduced her stress and enabled her to enjoy a healthy pregnancy while working and spending time with her son.



VA Express Lanes

Published by Kristy Hanley [?] · December 3, 2015 ·

Eve volunteers at a local children's hospital to cheer up kids and help take their mind off their illness by putting a smile on their face. Her commute used to take well over an hour with traffic. Now with Express Lanes, she has a faster, more predictable trip so she is always in the right mindset to brighten up a child's day as soon as she walks in the door.



VA Express Lanes

Published by Kristy Hanley [?] · October 26, 2015 ·

Sarah owns a small business and pays for her employees to use 495/95 Express Lanes in Virginia. Her staff now feels like superhero cleaners, flying from one house to the next, without having to worry about traffic. Her cleaning service can now reach more homes in a day, helping her grow her business.



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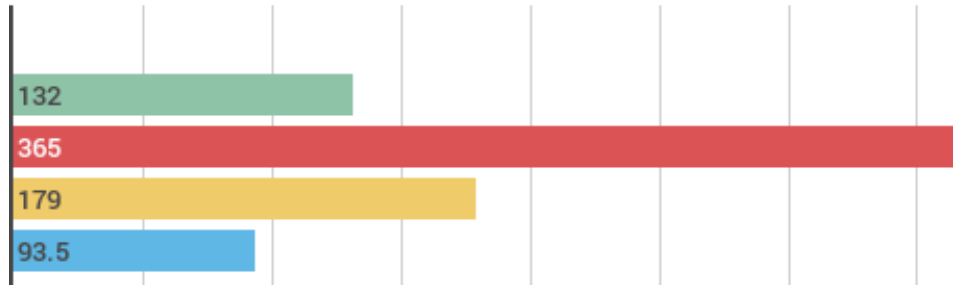
CONTENT DEVELOPMENT

Visual attention span:
People don't read anymore,
they scan



facebook

Type of content generating
most engagement

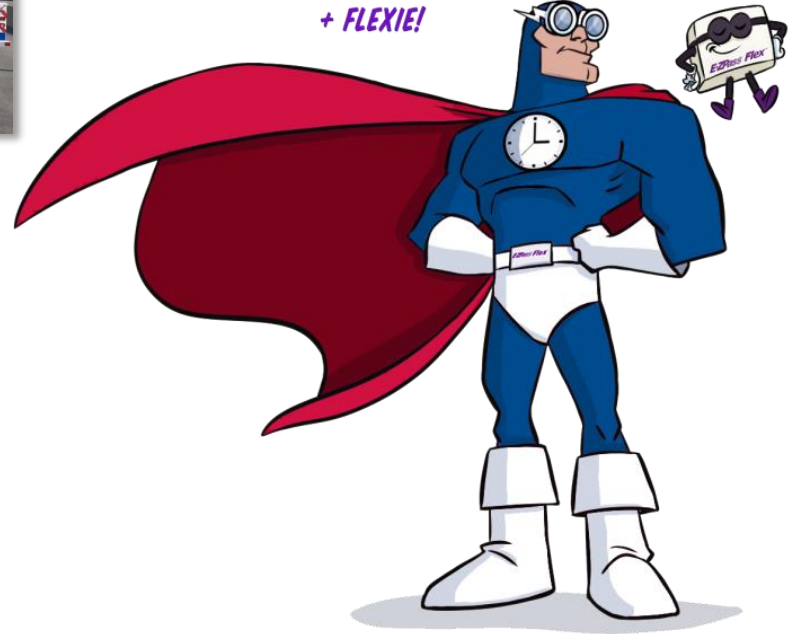


● Photos ● Videos ● Links ● Just text

“SNACKABLE” CONTENT



CAPTAIN TIMESAVER
+ FLEXIE!



FREE

Available now for
iOS and **Android**

Plan your next trip
on the **495** and **95**
Express Lanes



Plan smarter. Arrive sooner.

Express Lanes App

GET THE FREE APP

- Real-time toll pricing
- Live traffic cameras
- Custom traffic alerts
- Pay missed tolls



75%

Customer satisfaction
for 495 and 95 Express Lanes