Don’t Commute.

Travel.

<COMPANY NAME> for Business.

TARGET AUDIENCE

Know the one who’s pulling the strings

* Large enterprises looking for a highly connected, efficient fleet, eager for benefits of scale
* Small and medium businesses keen on flexibility/reliability/connectivity/ease of use
* Companies/individuals with a strong travel-focused business approach – frequent <company name> users in a fragmented/siloed model

<company name> already represents 53% of business-traveler transportation receipts and tops the list of most-expensed brands.

* C-level executives, choosing luxury, comfort-focused travel options that reinforce and enable high-priority schedules
* Senior managers, using flexible, premium options that offer heightened connectivity, seamless coordination, and need minimal effort
* Sales and business development teams, requiring cost-efficient, customizable options that offer travelers more control

The corporate traveler is a ‘species, on the move’ – seeking experiences that are restful, productive, and work as engines, propelling their business vision.

Whether it’s a new business recommended roadmap, a client-meet, or an employee townhall – it all starts with *getting there*.

Know who is riding with you

MESSAGING STRATEGY

Know how it all comes together

The idea behind it. The service in action. The content that tells the story

**Comfort is essential:** The <company name> promise is convenience, ease, and agility. We let the customer focus on the big picture, while we get him there.

**Staying connected is staying relevant**: <company name> offers consistent navigation details, so everyone knows what’s going on.

**Being now, is being Digital**: <company name> understands the impact of tech and lets each ride become a personalized experience

**A great place to work is driven by ‘engagement’.** <company name> offers perks, deals, and packages that make workforce delight and connectivity a constant.

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36% business travelers find the chore of acquiring/returning the vehicle to be the biggest pain point when hiring rental cars.

74% business travelers feel their employer should be able to monitor their current location, simplifying navigation.

47% business travelers would prefer to book vehicles online, if given the choice.

41% business travelers would prefer travel incentives as a gamified scenario, competing with peers for reward points, miles, and more.

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**Everybody is looking for a ride:** <company name> knows that this is only the start of an ecosystem, ready to explode.

**Seeing is believing:** <company name> offers ceaseless visibility; updates, real-time tracking, distance estimates, on-the-go navigation.

**It must get better.** <company name> is always reinventing the wheel for something that’s faster, simpler, and cost-optimized.

**If it’s not safe, it’s not worth it.** <company name> believes that security isn’t a choice – people and their possessions matter, beyond the ride.

Over 8,000 ride-share drivers in Massachusetts were pulled off the road in early 2017 after failing a state background check.

52% business travelers believe real-time information is the most useful feature of any business travel app.

40% business travelers believe access to <company name> would improve their experience.

45% business travelers between 35 and 54, and 75% between 18 and 34 are interested in ride-sharing.

COLLATERAL PLAN

Know what it takes to get there

**Phase 1.** Awareness

* Website content revamp
* Service-focused blogs
* Impact assessment whitepapers
* Feedback-garnering mailers
* LinkedIn sponsored ads
* Google sponsored ads
* Social media – Facebook, LinkedIn, Twitter (organic & inorganic content)

Minimal frequency on long-form, with strong focused on website content, mailers, social media development. Web content to be utility-driven; social posts to foster ubiquity; long form to endorse service quality, performance, and capability.

**Phase 2.** Promotion

* Service-focused blogs
* Impact assessment whitepapers
* Service brochure
* Success stories & case studies
* Process explanatory infographics
* Feedback-garnering mailers
* LinkedIn sponsored ads
* Google sponsored ads
* Social media – Facebook, LinkedIn, Twitter (organic & inorganic content)

The <company name> experience is exemplified and explained. Collaterals discuss the brand, the ecosystem, the socioeconomic impact, and the design-behind-the-service.

**Phase 3.** Consolidation

* Service-focused blogs
* Impact assessment whitepapers
* Service brochures
* Success stories & case studies
* Process explanatory infographics
* Feedback-garnering mailers
* LinkedIn sponsored ads
* Google sponsored ads
* Slide-share decks
* Social media – Facebook, LinkedIn, Twitter (organic & inorganic content)

This is a busy phase. Collateral frequencies rise, with a focus on thought leadership.

**Phase 4.** Reinvention

* Service-focused blogs
* Impact assessment whitepapers
* Service brochure
* Success stories & case studies
* Process explanatory infographics
* Feedback-garnering mailers
* LinkedIn sponsored ads
* Google sponsored ads
* Social media – Facebook, LinkedIn, Twitter (organic & inorganic content)

This phase explores the dynamics behind the engagement, adds new ideas in places, reviews what’s works and what doesn’t – and gradually begins to replenish the cycle.

Content is now a structured entity. What’s required is a new plan based on response and current scenarios.

TONE OF VOICE

We don’t waste time. We don’t over-ornate. We don’t talk down from a pulpit. We are as lean, as sharp, as simple as our service. Our language is effective, our style is global – and our narrative is a tale told well.

Our designs are minimal in clutter, and succinct in expression.

Smart, clean collaterals that are visually appealing and push readability, even to the non-reader – we know that click-baiting won’t get us far. And scroll-up, scroll-down is human nature. The message must be quick, lucid, and recall-friendly.

Know how, and why, you say it