



Communication Campaign for the Introduction of DarsGo system in Slovenia

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Content

- Starting point
 - Market and project specifics
 - Goals and KPIs
- Challenges and solutions
 - Lack of agency support
 - Major Tasks
- Implementation and results

A large, tilted orange callout box with a black border, containing the text 'Prepare yourself for the change' in a black, sans-serif font.

Prepare yourself
for the change

Market and project specifics defined strategy and tactics of campaign.



- System implementation required in 12 months
- 70% of foreign customers
- only 30% of users known or direct customers
- New sales channels required (also our own)

For successful launch of new tolling system it was crucial to reach all users.

GOALS

- Awareness of the new ETC
- Recognition:
 - Slovenian OBU
 - new sales channels
- Understanding:
 - system's operation,
 - method of acquiring OBU
 - the payment options

KPI

- 90% of Slovenian customers equipped with OBU by new system launch
- 60% of foreign customers equipped with OBU by new system launch
- No congestions due to tolling procedures
- Budget of 300.000 EUR

Marketing and PR department came to rescue after Ad agency tender failed



- Creating visual identity of new service



- Selecting communication channels and preparing creative solutions



- Starting communication campaign and advertising

Major Tasks

Creating visual identity of new service



Visual identity



1

- **Name and logo of the service – DarsGo**
- Image of OBU - DarsGo unit and sales network
- Visual identity and equipment design of our own points of sale – „DarsGo servis“
- Image and content of the website
- Design of new traffic signs

Visual identity



2

- Name and logo of the service - DarsGo
- Image of OBU - DarsGo unit and sales network
- Visual identity and equipment design of our own points of sale – „DarsGo servis“
- Image and content of the website
- Design of new traffic signs

DarsGo units will be available at seven 'DarsGo servis' offices as of November and, as the beginning of the year 2018, at 'DarsGo servis' partners at petrol stations along the motorway network (see map).

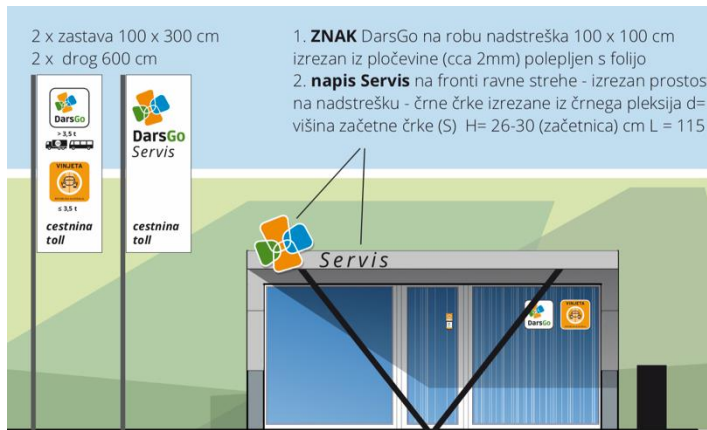
DarsGo servis
 ● 'DarsGo servis' office
 ● 'DarsGo servis' partner

'DarsGo servis'
 Additional information and assistance
 Website: www.darsgo.si
 User call centre: ☎ +386 1 518 83 50
 E-mail: info@darsgo.si

List of 'DarsGo servis' offices

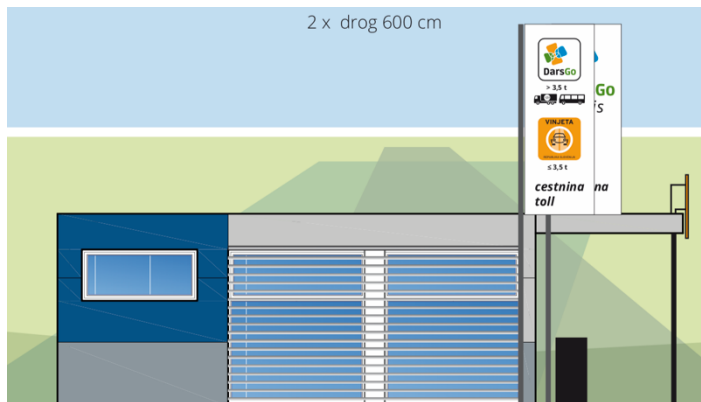
Published by DARS d.o.o., November 2017.

Visual identity

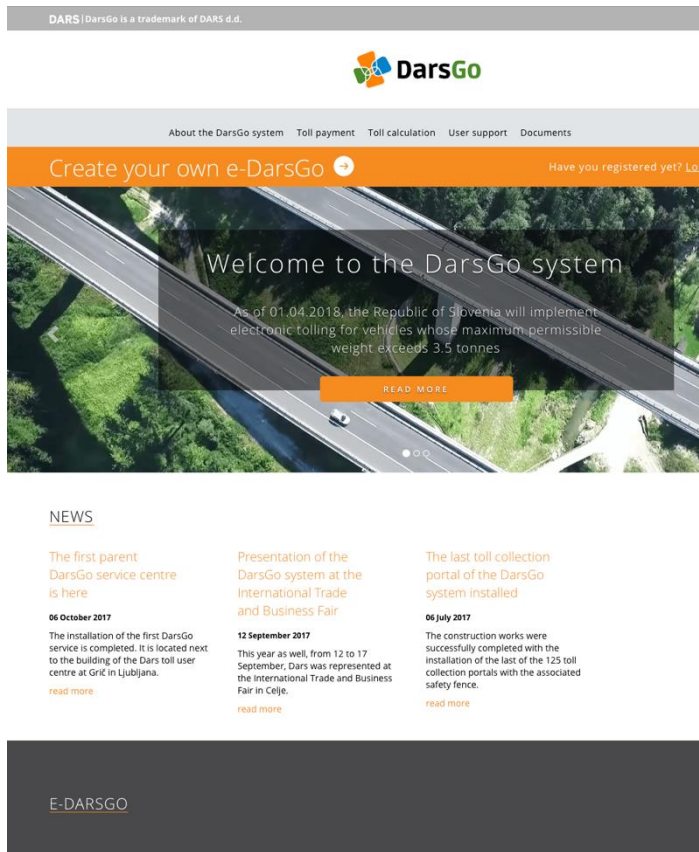


3

- Name and logo of the service - DarsGo
- Image of OBU - DarsGo unit and sales network
- **Visual identity and equipment design of our own points of sale - „DarsGo servis“**
- Image and content of the website
- Design of new traffic signs



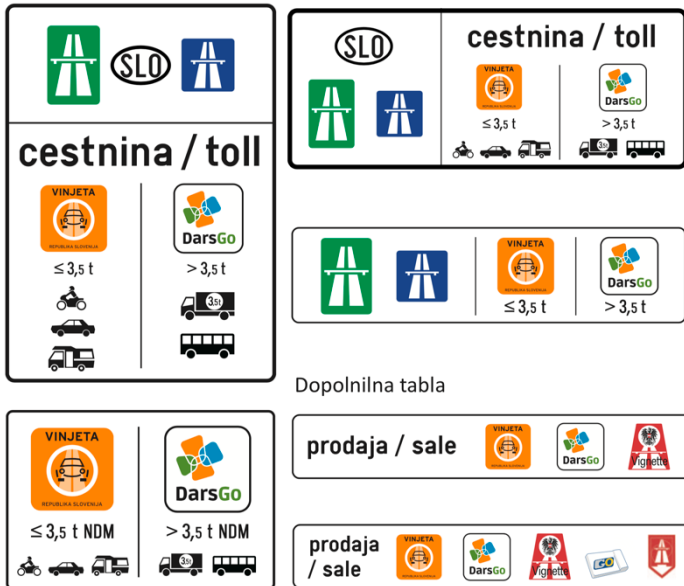
Visual identity



4

- Name and logo of the service - DarsGo
- Image of OBU - DarsGo unit and sales network
- Visual identity and equipment design of our own points of sale – „DarsGo servis“
- **Image and content of the website**
- Design of new traffic signs

Visual identity



5

- Name and logo of the service - DarsGo
- Image of OBU - DarsGo unit and sales network
- Visual identity and equipment design of our own points of sale – „DarsGo servis“
- Image and content of the website
- **Design of new traffic signs**

Major Tasks

Selecting communication channels and preparing creative solutions

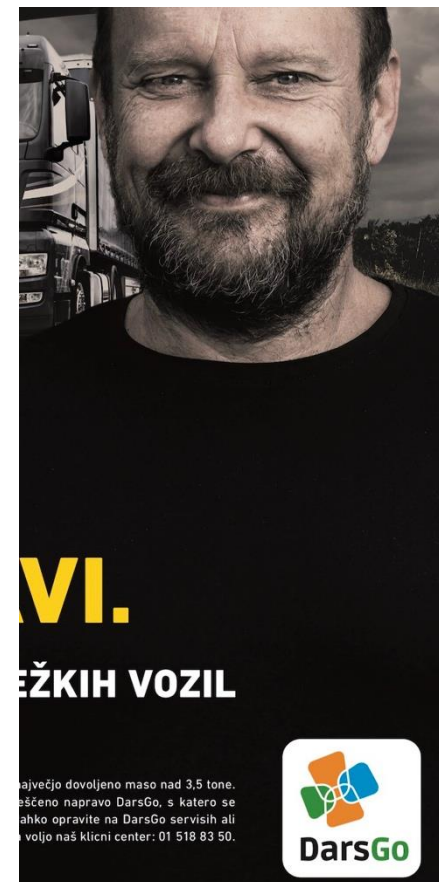


Communication channels and creative solutions



Major Tasks

Communication campaign and advertising



In September 2017, we started with the communication campaign, using ...

Welcome to a More Convenient Tolling System

As of 1 April 2018, Slovenia will introduce a modern, free-flow electronic tolling system on motorways and expressways for vehicles with the maximum permissible weight over 3.5 tonnes (heavy vehicles). Drivers of heavy vehicles will no longer stop at toll stations. Your travels will therefore be faster, safer and more comfortable.

Pay-As-You-Drive

As of 1 April 2018, all vehicles with the maximum permissible weight over 3.5 tonnes (heavy vehicles) will start paying tolls in the new free-flow electronic tolling system called DarsGo.

The Slovenian motorway network will only be open to heavy vehicles that are registered in the system and equipped with a DarsGo unit, which cannot be transferred from one vehicle to another. The DarsGo system will calculate tolls fully automatically based on the distance driven.

Simple and Transparent Tolling

Users of the DarsGo system will no longer pay tolls at each toll station. Instead, you will be able to choose one of the simpler ways to settle tolls: using the credit on the vehicle account that you deposit at a DarsGo service with cash, fuel card, or payment card or at www.darsgo.si using your payment card or based on an invoice after transferring money to DarsGo transaction account: PGO 4060, based on a contract with Dars or by connecting the vehicle account with the selected fuel card.

Become a User of the DarsGo System

Mandatory company and vehicle registration in the DarsGo system can be done:

- at www.darsgo.si: register your company and vehicle, print out the completed form and pick up your DarsGo unit at a DarsGo service upon presenting the form and paying the administrative fee;
- directly at a DarsGo service, where you also pick up your DarsGo unit upon using the administrative fee;
- at a DarsGo service in the European Union: complete the entire registration procedure and order payment for a DarsGo unit online, while paying the administrative fee by payment card and receiving the DarsGo unit by mail. Free of charge.

To register a vehicle in the DarsGo system, simply present your vehicle registration certificate and your proof of ID (EU) at the toll station.

The administrative fee for each DarsGo unit is €16.

DarsGo service

Additional information and assistance

Website: www.darsgo.si
 User call centre: ☎ +386 1 5183 50
 E-mail: info@darsgo.si

List of DarsGo service offices:

- Ljubljana: Gorka Čukarova 1, Ljubljana Ring Road
- Maribor: Maribor Rest Area (direction of Ljubljana)
- Lopik: Lopik Rest Area (direction of Maribor)
- Grabovnik: Grabovnik Rest Area (direction of Ljubljana)
- Občina: Občina Border Crossing entry to the country
- Prevalje: Prevalje Border Crossing entry to the country
- Graduška: Graduška Border Crossing entry to the country

Dobrodošli v udobnejšem sistemu cestninjenja

Slovenija je 1. aprila 2018 na avtocestah in hitrih cestah uvedla sodobno elektronsko cestninsko mrežo. Težnja vozila s premerilno maso nad 3,5 tone (težnja vozila) ne bodo več ustavljena na cestnih postajah. Vaša potovanja bodo zato hitrejša, varnejša in udobnejša.

Plačajte, kar ste vožnja

Od 1. aprila 2018 bodo avtoceste in avtoceste odprte samo za težnja vozila, ki so registrirani v sistemu in opremljena s DarsGo enoto, ki se ne prenaša s vozila na vozilo. DarsGo sistem bo avtomatsko izračunal cestnino glede na prevoženo razdaljo.

Preprosto in pregledno plačevanje

Uporabniki sistema DarsGo ne bodo plačevali cestnin na vsaki postaji. Namesto tega boste lahko izbrali eno od preprostejših načinov plačila: plačilo s kreditom na računu vozila, ki ga vplačate pri DarsGo servisu s gotovino, kartico za gorivo, kartico za plačila ali na www.darsgo.si s kartico za plačila ali na podlagi računa, ki ga prejmete po prenosu denarja na transakcijski račun DarsGo: PGO 4060, na podlagi pogodbe s Darsom ali povezavo računa vozila s izbrano kartico za plačila.

Postanite uporabnik sistema DarsGo

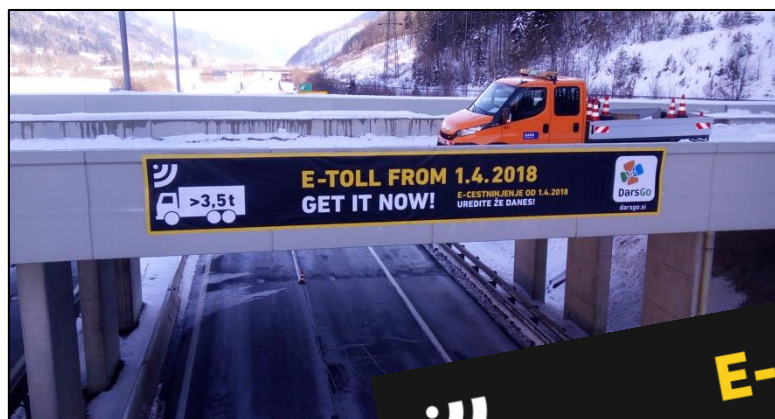
Obvezna registracija podjetja in vozila v sistem DarsGo se lahko opravi:

- na www.darsgo.si: registrirate podjetje in vozilo, izpustite izpolnjeno prijavitelno obrazlobo in pri DarsGo servisu prevzamete prijavitelno obrazlobo in plačate administrativno pristojbino;
- neposredno pri DarsGo servisu, kjer prejmete tudi svojo DarsGo enoto po plačilu administrativne pristojbine;
- na DarsGo servisu v Evropski uniji: dokončate celoten postopek registracije in naročite plačilo za DarsGo enoto online, hkrati plačate administrativno pristojbino s kartico za plačila in prejmete DarsGo enoto po pošti. Brezplačno.

Za registracijo vozila v sistem DarsGo samo predstavite svojo prijavitelno obrazlobo in svojo dokazilo o identiteti (EU) na cestni postaji.

Administrativna pristojbina za vsako DarsGo enoto znaša 16 €.

- the road infrastructure possibilities:
- handing out leaflets at toll stations and rest areas,
- banners on motorway overpasses



E-CESTNINJENJE OD 1.4.2018 UREDITE ŽE DANES!

E-TOLL FROM 1.4.2018 GET IT NOW!

>3,5t

www.darsgo.si

In September 2017, we started with the communication campaign, using ...

- **established connections with known customers:**

- direct mail and e-mail,
- notifications to customers via card issuers,
- individual support to key Slovenian clients ,
- informing via corporate website dars.si



The Abolishment of ABC tags and DARS cards

As of 1 April 2018, all vehicles whose maximum permissible weight exceeds 3.5 tonnes (heavy vehicles) will have to pay their toll under the new DarsGo system without stopping at a toll station.

On 1 April 2018, toll stations will stop accepting ABC tags and DARS cards, which heavy vehicle drivers are using in the current toll system. Users of these electronic devices will not be able to transfer their unused credit to their vehicle account in the new DarsGo system because these are two completely separate systems.

In September 2017, we started with the communication campaign, using ...

- networks of secondary target groups:
 - Chamber of Commerce,
 - National automotive association,
 - Consulate representatives of Slovenia abroad and foreign representatives in Slovenia,
 - Slovenian Tourist Organisation with its network



In September 2017, we started with the communication campaign, using ...

- Business conferences and fairs



In September 2017, we started with the communication campaign, using ...



■ **Traditional Media:**

- printed Ads
- websites of reviewed journals,
- national and regional radio, and

■ **Digital media:**

- Facebook and YouTube
- a viral video.



In September 2017, we started with the communication campaign, using ...

- Advertising on the back of trailers

of transport companies operating in the southern and central European area



On 1 April 2018 ...

Achieved and even exceeded were all the campaign goals.

KPI

- 90% of Slovenian customers equipped with OBU by new system launch
- 60% of foreign customers equipped with OBU by new system launch
- Budget of EUR 300,000
- No congestions due to tolling procedures.

RESULTS

- 99.5% of vehicles entering the country were equipped with OBU
 - 22,000 registered companies
 - 129,000 registered vehicles
 - 111,500 OBU issued.
- Costs within the budget
- No congestions
- No major difficulties in understanding the system's operation and new sales channels.

"Implementation of electronic toll collection" was highest-rated research category in CSS.



- Customer Satisfaction Survey carried out in September 2018
- increase in the satisfaction index of heavy goods vehicle drivers (especially domestic drivers)
- The new research category "Implementation of electronic toll collection" was also the highest-rated research category



Thank you for your attention!