



From Motorcycles to People

A new value proposition to motorcycles segment

Joaquim Falcão de Lima – BRISA/APCAP

8 June 2018

www.asecapdays.com





from Motorcycles to People

from transactions to behaviors

*ASECAP Days
Ljubljana, June 2018*



In Brisa's new vision...

From...

Price segmentation based on vehicles



To...

Lifetime value based on customer



...Segmentation is a key marketing tool

We identified several segments...

B2C

Distance	Long	Leisure riders Foreigners	Professionals
	Short	Weekenders Millenials Senior	Commuters
		Low	Heavy

Use

B2B

Fleet size	Big	Rent-a-Cars Big Clients	
	Small	Small Business	Medium Clients
		Low	High

Value/account

...to whom we are designing new offers based on their profile

Motorcycles are gaining relevance



Avoids traffic



Easy to park



Access to city centers
(smart cities)



Easy access to driver license



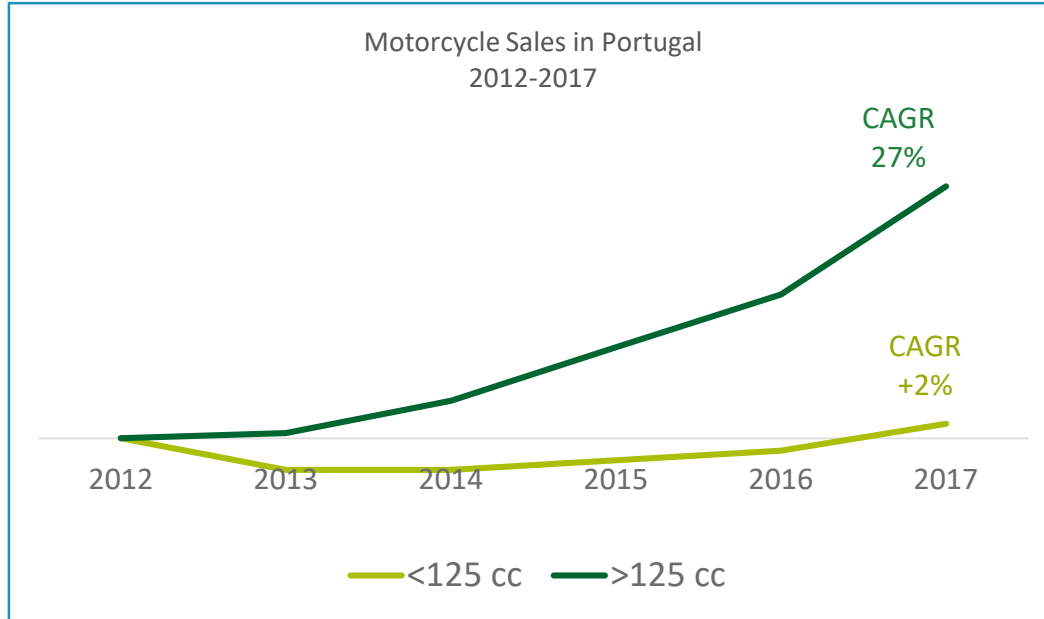
Cheaper
(acquisition + maintenance)



More eco-friendly

Motorcycle sales are growing at a fast pace

Portuguese motorcycle sales are growing...



... and the same in Europe, although at a lower rate

10% of total light vehicle park

1% of Via Verde Clients

0,1% of tolls revenue



Brisa has low penetration in a segment with very positive outlook

... from motorcyclists to people



80% of Via Verde Clients with motorcycle also own a car

... and they worth 36M€

Motorcyclists are Premium Via Verde Clients

We identified 2 relevant groups

Leisure Riders



- Use motorcycle to **travel** and leisure rides
- Do **long trips**
- They are **seasonal users**: travel mainly in warmer months

Commuters



- Use motorcycle mainly for **displacement** purposes
- Do **short trips**
- They are **frequent users**: travel all year

Commuters are the new trend!

What more do we know?

They don't use the highway because of the perceived high price
They didn't know we offer a 30% toll discount

Because we don't communicate with them



The motorcycle segment had not been efficiently addressed so far

The challenge is...

Convert motorcyclists into Via Verde clients

Make them actually use the highway

And increase their loyalty

A digital marketing campaign



Communication &
Engagement

Understand consumer profiles and
meet their needs



Partnerships

Involve brands and stakeholders



Data

Get and share insights with partners
and cross sell

With an exclusive online offer



**ANDA CONSIGO
DE MOTO**

ADIRA JÁ E TENHA
**30%
DESCONTO**
EM TODAS AS PORTAGENS

OFERTA EXCLUSIVA ONLINE

Adira à Via Verde online
em www.viaverde.pt e ganhe:
- Bolsa para identificador
- Embalagem lubrificante corrente 100ml

**VIA
VERDE**

Motorcycle clients should feel they're special

On top of the 30% toll discount, we wanted new clients to feel delighted

So, we offered them much more than a simple OBU...

A motorcycle special pack containing:



OBU



OBU holder



Free Sample



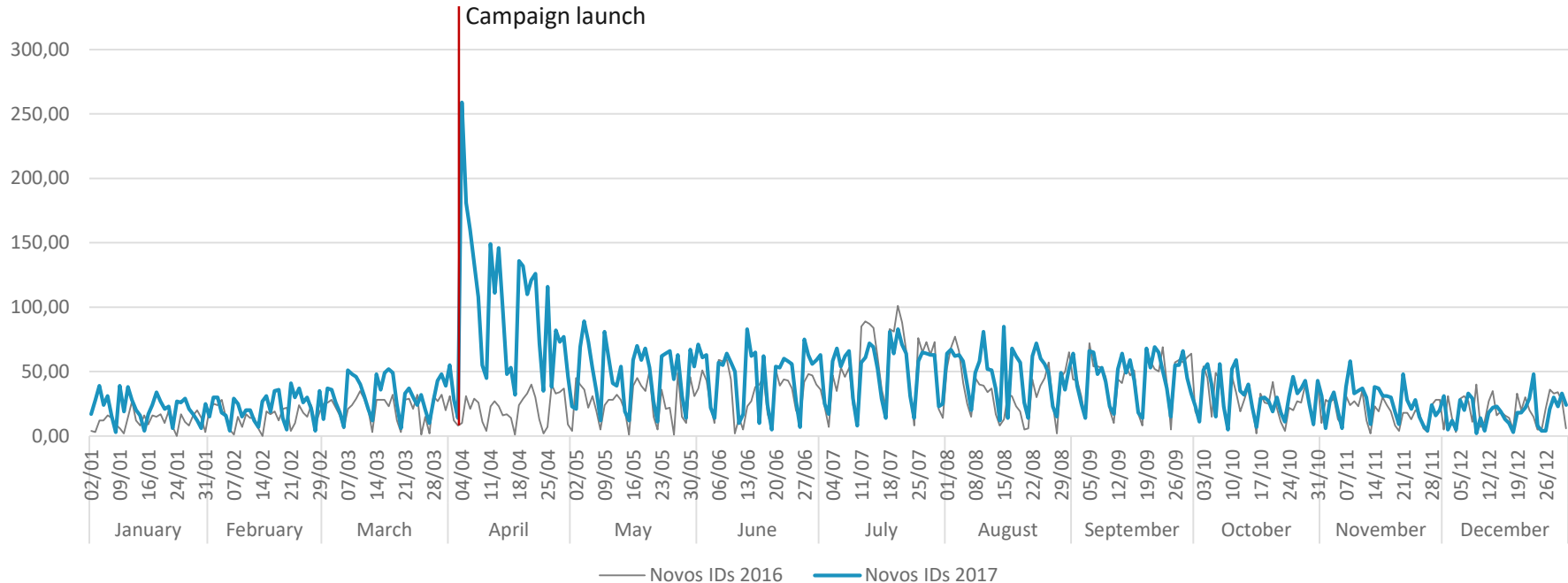
Results

+ Clients

+ Transactions

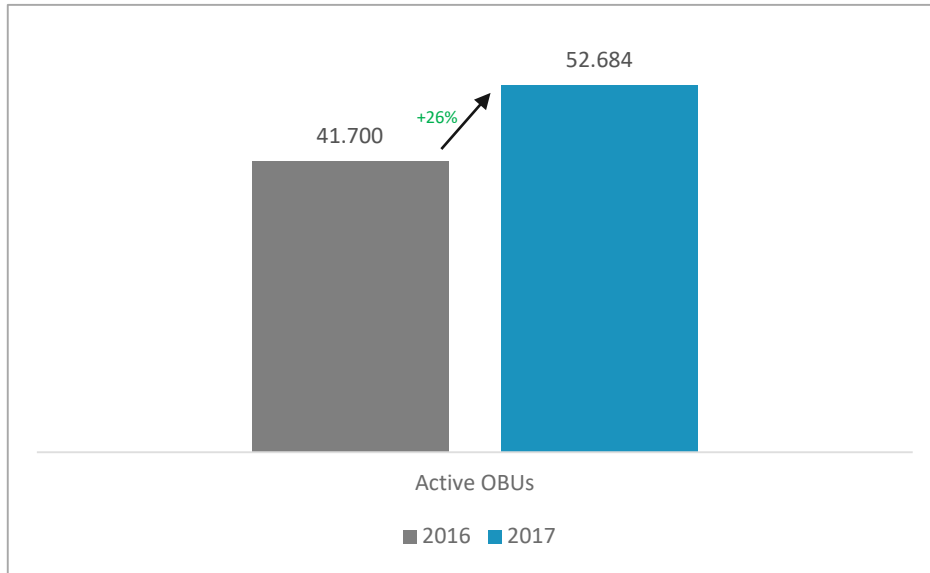
+ Engagement

+10k new OBUs



Increased the number of OBUs by 25%

53k active OBUs



Wrap up

Motorcyclists

A fast growing segment in Portugal

They are Premium Clients (own + 1 OBU)

Wrap up

**More than vehicles,
we serve people and we need to understand
their behaviour**

Wrap up

**We will continue addressing this segment,
with a specific value proposition**

Wrap up

**We believe proactive communication
with motorcyclists is a great business opportunity**



Thank You