

# EXECCONNECT AMERICA

## Case History



ExecConnect motorcoach at service launch press conference in Cleveland, OH

**Situation:** Two transportation industry experts launched a company featuring a new premium motorcoach service. The service targeted business travelers who traveled between two cities that were within 300 miles of each other. The test markets were Pittsburgh and Cleveland.

The company hired Hunter to develop the identity, positioning and brand for their new service and then develop strategies to take the brand to market. The company hired Hunter in April 2002 with a very aggressive launch date of July 2002.



ExecConnect Website Homepage

**Objective:** Create a world-class brand for this new service.

**Strategy:** Establish the brand as the first in a new category of transportation by using our proprietary On-Target Process™ including consumer research, developing the corporate identity, positioning, and branding for the new service.

**On the coach to Cleveland**

- ✓ Returned 4 calls
- ✓ Ordered season tickets on the Internet
- ✓ Cleaned up my e-mails
- ✓ Ate a Panera Bread lunch
- ✓ And read the paper

**What did YOU do?**

Reservations or info: 866-YES-EXEC  
www.execonnect.com

PA Turnpike Tollbooth Sign

**"I never imagined taking a bus for business, but NOW I can't imagine going any other way."**

"The trip between Pittsburgh and Cleveland is too short and costly to fly and too unproductive and stressful to drive. I never imagined taking a bus for business, but now I can't imagine going any other way. EXECConnect is not your typical bus. When you step onboard you feel like you are in the first-class section of an airplane. I get more work done on the coach than I do working a day and a half in the office. Plus, I get a delicious meal and all the gourmet coffee I can drink. I love the comfort, convenience and customer service. It's just a great value." - JRH

You have to see it to believe it! Visit our Website to take an online tour of the coach. Imagine yourself riding in first-class style and comfort for only \$129 roundtrip (meal included).

**EXECConnect**  
For more information on EXECConnect, visit our Website at www.execonnect.com or call 1-866-YES-EXEC

Ad targeting legal community

**Outcome:** ExecConnect America service was launched in Pittsburgh and Cleveland in July 2002. The brand was positioned as "first class business travel at an affordable price."

The service has experienced steady growth in ridership since the launch with an impressive customer retention record. The goal is to launch the next markets in 2003. Long-term goal is to be a national service provider by 2006.



Hunter is a brand strategy and communications firm that helps companies build their businesses through the power of a strong brand. For more information, please visit our website at [www.rjhunter.com](http://www.rjhunter.com) or contact John Willis at [john@rjhunter.com](mailto:john@rjhunter.com) or 877.363.0606 x801.