BUILDING A POSITIVE IMAGE

Trucking Moves America Forward
Industry-Wide Image Movement

November 11, 2014

Elisabeth Barna
Senior Vice President, Communications & Public Affairs
American Trucking Associations
Is IMAGE Important to YOUR Business?

Should the TRUCKING INDUSTRY’S Image be Improved?

Can the TRUCKING INDUSTRY’S Image be Improved?
Pre-1970: The Knights of the Road

1973: Oil Embargo – Trucker’s Strike

1977: Smokey & the Bandit

1978-81: B.J. & the Bear
        ABC 20/20’s “Killer Truck Drivers”

1980’s: Deregulation of the Industry

1990’s: Driver’s Fatigue
        Drug Use
        Excessive Body Mass
        Unhealthy / Serial Killers
        Use of “Truck” in news when referring to pick up trucks
The Beginning of our IMAGE Downfall

2000 & Current:

- Safe Driving Statistics
- Health Food Options at Truck Stops
- Image Focus from Industry Groups - Highlights
  - NTTC Professional Truck Driver of the Year
  - Goodyear Highway Hero
  - State Trucking Association Image Programs
  - America’s Road Team
  - Share the Road Program
  - Truck Driving Championships
  - Driver of the Year
  - TA-Petro Citizen of the Year
Founding Members
Challenges
- Industry Image Outdated
- Challenged at every level
- No unified voice

Opportunities
- Better Understanding of the Trucking Industry
- Tell our Stories
- To Put a Human Face to the Industry
- How Vital Trucking is to Economic Recovery
- To Unite the Industry
Establish a long-term industry-wide movement to:

✓ create a positive image for the industry,

✓ ensure that policymakers and the public understand the importance of the trucking industry to the nation’s economy, and;

✓ build the political and grassroots support necessary to strengthen and grow the industry in the future.
- Humanize the Industry – Tell Our Stories
- Build a Platform for Stakeholders to Rally Around
- Educate Policy Makers – Media – Community
- Educate the Public to Change Public Opinion

✓ Public Opinion Drives Public Policy
WHO IS INVOLVED IN THE GRASSROOTS EFFORT?

- ACT I/Allied Members (OEM’s; Equipment, Technology, Fuel)
- Motor Carriers
- Drivers/Dispatch/Workforce
- State Trucking Associations
- **NATIONAL TANK TRUCK CARRIERS**
- Industry Associations i.e. ATA, TCA, OOIDA, NITL, NADA
- Shippers/Customers
- Trade Press
Pledge your support for an industry-wide effort to tell a powerful story about trucking in America by placing our ad in your publication.

To place an ad in your publication
Contact:
ashleigh.meusel@storypartnersdc.com

If you would like your logo to appear along side Trucking Moves America Forward, please send a hi-res jpeg, tiff, svg or illustrator file of your logo along with your ad placement request. Also, please include advertisement sizing, print specifications and due date.

Visit TruckingMovesAmerica.com to learn how you can help grow the Industry.

#WeAreTruckers

WE MOVE AMERICA FORWARD
Trucking Drives America’s Economy
- Annual Jobs ★ 7 MILLION
- Current Job Openings ★ 30,000
- Annual Products Delivered ★ 10 TRILLION

JOIN US
TruckingMovesAmerica.com
WE’RE ALWAYS THERE WHEN YOU NEED US
From our family to yours
THANK YOU
to all of the 3.2 million professional truck drivers who keep moving America forward.
SERVING MOVING DELIVERING
Connecting our communities with each mile logged.

TruckingMovesAmerica.com
AMERICA'S NATIONAL PASTTIME

✓ NACHOS
✓ HOT DOGS
✓ PEANUTS
✓ BASEBALL

DELIVERED TO YOU BY
PROFESSIONAL TRUCK DRIVERS

JOIN THE MOVEMENT
TruckingMovesAmerica.com
Why YOU Should Encourage Others to Join the Movement!

- United in our messaging and education;
- Public Opinion DRIVES Public Policy
- One in 16 jobs in America are related to trucking;
- A great career option;
- Better Understanding of Trucking
- Advocacy Efforts – Local, State & Federal Level
- Respect & Pride; and
- It is simply the right thing to do!
How YOU Can Get Involved!

- Sign up on the TMAF website;
- Encourage your employees, customers/shippers, family and friends to sign up and join;
- Work with the National Tank Truck Carriers;
- Provide stories; images; footage for the social media sites;
- Incorporate the new logo and tag line into your business & advertising;
- Purchase Banner, Pins & Back Door Decals;
- Donate to the Trucking Moves America Movement!
How YOU Can Get Involved!

- Educate Your Lawmakers and the Media
- Educate Your Employees
- Educate Your Customers
- Educate Your Community
Customize A Banner

Add YOUR Logo

Add YOUR Employee Pictures or Customer Pictures

Facebook.com/TruckingFWD | @TruckingFWD | #TruckingFWD
Customized Banners
If you can’t see my mirrors, I can’t see you.

TRUCKING Moves America Forward

http://truckingmovesamerica.com/
Major Year One Donations
NTTC FIVE-YEAR COMMITMENT
Year One Highlights

- Reached over 80% of the $1 million fundraising goal with two months left
- $1.25 million contribution from Pilot Flying J ($250,000/year over the next five); $100,000 from ATA, ACT I
- Sponsorship on the Love’s Travel Stop NASCAR
- More than $3 million raised via in-kind donations
- One million+ media impressions from industry, consumer, beltway and local publications
- One million+ advertising impressions due to in-kind donations and MAXIM magazine advertisement
- Social media reach of 60,000+ people
- Presence at the Mid-America Trucking Show, Great American Trucking Show and ATA Management Conference & Exhibition Show, State Trucking Association Meeting
MEDIA COVERAGE

Transport Topics

CCJ

Roll Call

Road Dog

Land Line

LandLine Now

The Hill

Overdrive

Maxim

Politico

HDT

Facebook.com/TruckingFWD | @TruckingFWD | #TruckingFWD
Throughout the year TMAF participated, or was the key driver, in several special events including executing a press conference in Washington DC for the Pilot Flying J donation, co-promoting the Love’s TMAF NASCAR, planning a press event for the movement launch at MATS and developing a comprehensive media and advertising plan for National Truck Driver Appreciation Week.
Since this was TMAF’s inaugural year, Story Partners created a Twitter and Facebook account, webpage, and YouTube site for the movement. We also developed a quarterly newsletter template to keep all members and TMAF supporters up to date on TMAF happenings. In a year’s time, TMAF has a robust and growing social and digital media presence.
WEBSITE

TMAF has a fully-functioning, mobile-friendly website that continues to see growth in traffic month-over-month. Highlights include:

- Ticker of founding members
- Real-time updated donor list
- News from the industry and TMAF
- Latest videos and social media content
- Access for supporters to join the movement
Quarterly videos touching on key focal points of the TMAF movement:

- Trucking pride
- Economic impact
- Industry professionalism
- Movement recruitment

Numbers to-date:

- Four YouTube Videos
- 19,594 Total Views
TMAF has built a holistic Facebook following that targets every audience of the movement.

TMAF has established a Facebook following by providing users with a constant flow of content surrounding industry news, TMAF activity and member company activity that is consistent with the mission of the movement.

The most successful portion of the Facebook content has been bi-weekly sharable images which have been shared over 500 times and have reached over 40,000 Facebook users.

- 1,665 Total Page Likes
- 34.8k Total Weekly Post Reach
Similar to Facebook, the TMAF Twitter page has been developed organically; sharing daily content including industry news, TMAF media placements, member images/videos, and more. The TMAF Twitter handle engages with industry members, founding members and media – all of whom follow TMAF. Below is a sampling of the content pushed out on Twitter. TMAF Twitter is also active in sharing and retweeting member content.
TMAF had a presence at several major industry trade show throughout the year starting with the launch announcement at last year’s MC&E. TMAF then held a press conference at the Mid-America Trucking Show and unveiled its “High 5 and Show Your Pride” campaign at the Great American Trucking Show in August. At each show, TMAF had an active social media voice as well and provided visuals for its founding members’ booths.
MOVING FORWARD THE TMAF MOVEMENT WE WILL:

• Grow our editorial and advertising plans to bolster advertising throughout consumer and inside-the-Beltway publications.
• Enhance media outreach with “feel good” stories about industry professionals.
• Empower our advocacy, internal image, engagement, and public relations committees.
• Position ourselves as a preeminent voice supporting the trucking industry.
• Continue growing our presence and reach online through engagement in social media channels and website.

As TMAF continues to gains a greater following, we will identify unique opportunities to work directly with TMAF founding members and large donors to cross-promote content and raise brand awareness.
AMERICA’S REAL SUPERHEROES DON’T WEAR CAPES

Able to make life-saving deliveries in a single day. Powerful enough to keep America’s economy rolling strong. Safer and smarter on the road than ever before. Professional truck drivers are vital to our way of life and proud to deliver the American dream, every hour of every day.

truckingsmovesamerica.com | @TruckingFWD | facebook.com/TruckingFWD
We can change hearts and minds.
Is IMAGE Important to YOUR Business?

Should the TRUCKING INDUSTRY’S Image be Improved?

Can the TRUCKING INDUSTRY’S Image be Improved?

WILL YOU HELP CHANGE THE IMAGE?

Facebook.com/TruckingFWD | @TruckingFWD | #TruckingFWD