MARKETING & COMMUNICATIONS
HOW WE’RE GETTING OUR BARK BACK & HOW MEMBERS CAN HELP
Just over a year ago OHMPA embarked on a journey to develop a new Marketing & Communications program.

This past year the road to success has had its share of interesting twists and turns.

Looking back over the year, we have come a long way and there is much more to look forward to this year and for OHMPA’s 40th anniversary year coming up in 2014.
INTRODUCTION

• We’ve gotten off the porch…
• We’re still the leader of the pack…
• And we are getting our bark back!

5 % MARKET SHARE

95 % MARKET SHARE
Any prize fighter or leader has taken his/her fair share of punches.

We’ve had a few punches thrown our way in the form of:

- Negative ad campaigns
- Promotion of misinformation regarding asphalt’s:
  - Sustainability
  - Life-cycle costing
  - Durability
WHAT ARE WE FACING?

Misleading ad campaign launched by the Cement Association of Canada.

CONCRETE MAKES ENERGY EFFICIENT HIGHWAYS. ALLOWING US TO BREATHE A LITTLE EASIER.

Over a 50-year period, the construction, maintenance, and repair of a concrete highway uses one third the energy required for an asphalt highway.

To learn more visit rediscoverconcrete.ca
WHAT ARE WE FACING?

Negative ad campaign launched by PCA in the US:

- **Hey Asphalt, Concrete Lasts 3x Longer.**
- **Pothole Season: It’s Not Your Fault. It’s Asphalt.**
- **Asphalt: Age 13**

A recent survey of 50 state Departments of Transportation indicated that asphalt roads need major reconstruction after fifteen years compared to more than twenty-nine years for concrete. With initial and lifecycle costs for concrete now competitive with asphalt, concrete stretches your dollars and keeps drivers moving forward. For more information visit www.think-harder.org.
A NEW DIRECTION

• You can pull on Superman’s Cape...

• You can spit in the wind...

• You can pull the mask of the old Lone Ranger...

• But you can’t kick our asphalt.
There’s good reason why 95% of Ontario’s roads are paved with asphalt.

It simply works best. Armed with the facts, we’ve been educating and promoting how asphalt pavements are:

- SAFE
- Cost effective
- Sustainable
- Perpetual
- Recyclable
- Smooth
- Quiet
- Quick to construct
- Easy to maintain
- Continually improving
A NEW DIRECTION

Expanding tradeshow presence to new audiences.

Preaching the Green Gospel of Asphalt at the 2012 Canada Green Building Conference Expo at the Metro Toronto Convention Centre.

Exhibiting for the first time at the AMO 2013 Conference Tradeshow Aug. 18—19, 2013
A NEW DIRECTION

A new look.
Press releases are sent out on a monthly basis and in the last year we have greatly increased our media coverage in both industry and mainstream press.

Below are examples of recent headlines:

**Lavis Contracting Company Ltd. named 2012 MTO Paver of the Year**

By: Staff Report
2013-02-21

**On-Site**

**AGGREGATES & ROADBUILDING**

**OHMPA heats up with new president**
March 19, 2013, Toronto - The Ontario Hot Mix Producers Association (OHMPA) welcomes Colin Burpee as their new president for 2013.

**Mississauga**

May 1, 2013

‘Road scholars’ learn best of the asphalt industry

MISSISSAUGA — The Mississauga-based Ontario Hot Mix Producers Association recently presented its annual Spring Operations Seminar at the National Heavy Equipment Show at the International Centre. The seminar attracted some 100 people including six college students who received awards through OHMPA’s first-ever Roads Scholars program. The program...
SOCIAL MEDIA

OHMPA Now has over 160 Followers on Twitter!

Since OHMPA debuted on Twitter in December 2012, we have tweeted over 290 times and have over 160 followers. OHMPA’s tweets provide fun, interesting asphalt facts and timely leads on information that is impacting the industry. Follow us and join in on the conversation!

@OHMPA  #OHMPARoadTour

New to Twitter: Check out this Twitter for Dummies Cheat Sheet: http://www.dummies.com/how-to/content/twitter-for-dummies-cheat-sheet.html

OHMPA’s Facebook page serves to keep its followers updated about OHMPA events and activities, and the latest industry news and publications. Be sure to “Like” us of Facebook.
SOCIAL MEDIA

See example of Twitter conversation started by the Cement Association of Canada CEO Mike McSweeney.

Some conversations are like a good set up in a tennis match.
MARKETING & EDUCATIONAL MATERIALS

OHMPA ABCs

Environmental Practices Guide 5th Edition Coming Out This Fall

Fact Sheets & Promotional Brochure

- Recycled Aggregate
- Ontario Rides On Us
- Cleaner Water with Asphalt Pavements
- Carbon Footprint
• OHMPA’s Asphalttopics, Canada’s premier asphalt industry magazine, is now available on OHMPA’s website.

• Editions going back to 2001 will become available in June.
NEW WEBSITE

OHMPA to launch new website this fall!
As a part of our Ontario’s Favourite Road Campaign, we are asking you to send us pictures of your favourite roads.

Photos will be used to promote the campaign via our social media channels and our new website.

Submissions will be entered to win an iPad mini. Names will be drawn at OHMPA’s 2013 Fall Seminar.
HOW YOU CAN HELP

• Join the conversation – follow OHMPA on Twitter and Facebook.

• Be our eyes and ears and let us know about issues you are facing in your region.

• Send us your story ideas and leads.

• Remember, highlighting your success helps us to promote our industry’s success.
HOW YOU CAN HELP

We value your opinion.

Please take 5 minutes to complete the survey provided at the beginning of the seminar and give us your feedback.

Everyone who completes the survey will be entered to win a bottle of wine. Names will be drawn before the end of lunch.
QUESTIONS