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# FORMAT FOR AN INFRASTRUCTURE SYSTEM: COMMUNICATION ABOUT THE A58 THROUGH NEW AND TRADITIONAL MEDIA

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3<sup>rd</sup> ASECAP Marketing Workshop  
Rome, Friday 5<sup>th</sup> of February 2016





**32 kilometres of motorway**  
(from Agrate Brianza to Melegnano)

**3 interchanges**  
(A4 Torino-Trieste, A35 BreBeMi,  
A1 Milano-Napoli)

**6 entrance/exit points**  
with standard roads

**38 kilometres**  
of new associated works

**15 kilometres**  
of upgrades to local roads

**30 kilometres**  
of cycle path

**3 provinces involved**  
(Milan, Lodi, Monza & Brianza)

**34 municipalities involved**  
(Milan 21, Lodi 10,  
Monza & Brianza 3)

### PARTNER BUILDERS

ITINERA

PIZZAROTTI  
FONDATA NEL 1910

UNIECO

cmb  
COOPERATIVA MURATORI  
E BRACCIANTI DI CASPI

c. m. c. cooperativa muratori cementisti covisima

pavimental

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2 billion €

### PARTNER MANAGERS

SIAS SATAP

milanoserravalle  
milanotangenziali

autostrade per l'italia

### PARTNER IN FINANCE

INTESA SANPAOLO



- Building a major piece of infrastructure in a highly **anthropized location**
- A **“No TEEM” Committee** set up to oppose building this infrastructure for environmental reasons
- General **public** concern about completing **1.6 billion constructor works** in just **32 months** as per the construction timeline



- A **dedicated Communication Office** set up at the company tasked with planning and implementing all activities in-house
- Using web and social network systems in order to monitor **future users' expectations and concerns**
- Adopting an “**ongoing and active**” communication approach, never interrupting the flow of information to the outside
- **In-house** production of all **paper-based** and **IT** materials, **video**, **audio** and **photographic** materials for distribution to newspapers, websites, TV and radio
- Continuous **dialogue** with the local area to raise awareness about A58 and its associated works



- Infrastructure designed for **commuters** and **truck drivers** who travel through the highly **congested** East and South of the Metropolitan Area, including via three **interconnections** with the A4, A35 and A1
- Works **85%-private funded**, making it possible to build a motorway that would otherwise never have been built given scarce public resources
- A response to the **economic downturn** through **jobs and growth** in the local area during site opening, construction and entering service
- Environmental concern **expressed by** building and improving **green spaces**, with the construction of 30 km of brand-new **cycle paths**





## WEB

- Corporate Internet portal
- Internet editions of daily papers and periodicals
- Blogs

## SOCIAL NETWORKS

- Facebook
- Twitter
- YouTube



## TRADITIONAL MEDIA

- Local and national dailies
- Car, transport and motorcycle magazines
- TV channels (local and national)
- Radio channels (local and national)

## LOCAL EVENTS

- Inauguration of road-related, environmental and cultural works to do with the A58
- Public meetings on infrastructure system construction and use

- 1** Identification of news to convey and the sphere of dissemination (local, economic, national)
- 2** Selection of social network type or web tool deemed best-suited to sending out a trailer of the news
- 3** Press release drawn up in-house
  - Photographic images prepared
  - Video shooting undertaken
  - Video and audio interviews made
- 4** Option to hold a press conference and distribute the material produced in-house
- 5** Press release mailed out to mailing list (2500+ journalists) with the material produced
- 6** Publication on the Internet portal and internal social channels (Facebook, Twitter and YouTube) at Tangenziale Esterna of all material produced in-house.

1

Use press releases, photos, videos, surveys and any events held in-house to create buzz, including HD and drone footage of the more complex engineering and spectacular aspects of building the A58

2

Highlight environmental and cultural work undertaken during the building of the A58

3

Provide updates on how the works are progressing and the role of the A58 as a driver of occupation





**1** Publicize this new infrastructure for commuters and truck drivers as it opens to traffic and the positive impact it will have on quality of life and business

**2** Promotion of discounts available to commuters

**3** Information on progress of complementary works and associated environmental projects, with the focus on cultural interventions and cycle paths



- Detailed information about **these new motorway routes**
- Selection of **Radio Rai** and **Radio Monte Carlo** as the preferred broadcaster nationwide; spots focusing on commuters and truck drivers, plus “**Onda Verde**” traffic updates
- Use of five **local radio stations** chosen for their listeners
- Advertising campaign via **social networks**
- Two thousand **TV spots** broadcast on **Sky** channels
- Distribution of **600,000 info text messages** to phone users in the area
- Information on the official **website**

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+ TEEM A58 + In viaggio Media Mappa

Mappa

RIFERIMENTI FISCALI  
C.F. P. I.V.A. e numero d'iscrizione  
al Registro delle Imprese di Milano  
06445740969  
REA n. 1893940

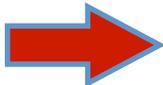
CAPITALE SOCIALE  
€ 464.945.000,00  
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# NUMBERS FROM SITE OPENING TO THE PRESENT DAY

**5,338** followers on Facebook



**1,201,724** views of posts published on Facebook

**833,000** unique visitors to the official website



**2,280,232** pageviews since publication of the website

**2,363** minutes of video viewed on YouTube

**254** tweets posted

**87** TV features

**45** Radio features

## HIGHLIGHT THE FOLLOWING DATA:

- Differentiating channels of communication and focusing on new media, a “local” reality like the Tangenziale Esterna has achieved **the goals it set at the outset** while **optimizing its budget**
- Using social networks has made it possible to **personalize information**, leveraging the opportunities opened up by **geo-localization** and **specifically targeting** the various messages issued
- Some posts on Facebook have exceeded **400,000 views** (such as the video on the official opening of the “Lambro” viaduct). The message potentially reached **a larger audience** than if had been on traditional media (higher, for example, than a feature broadcast by regional TV news shows, which is estimated to reach 60-70,000 viewers)

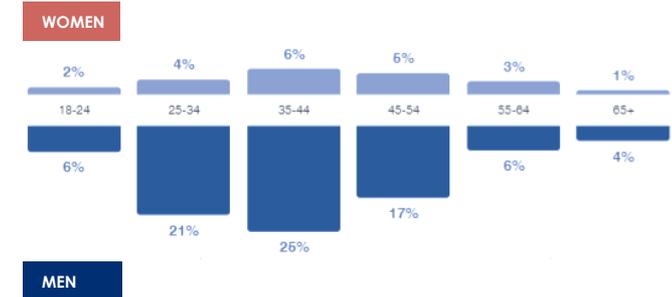
### TEEM-A58 Facebook Page Users

Total “likes” on the page: 5,342

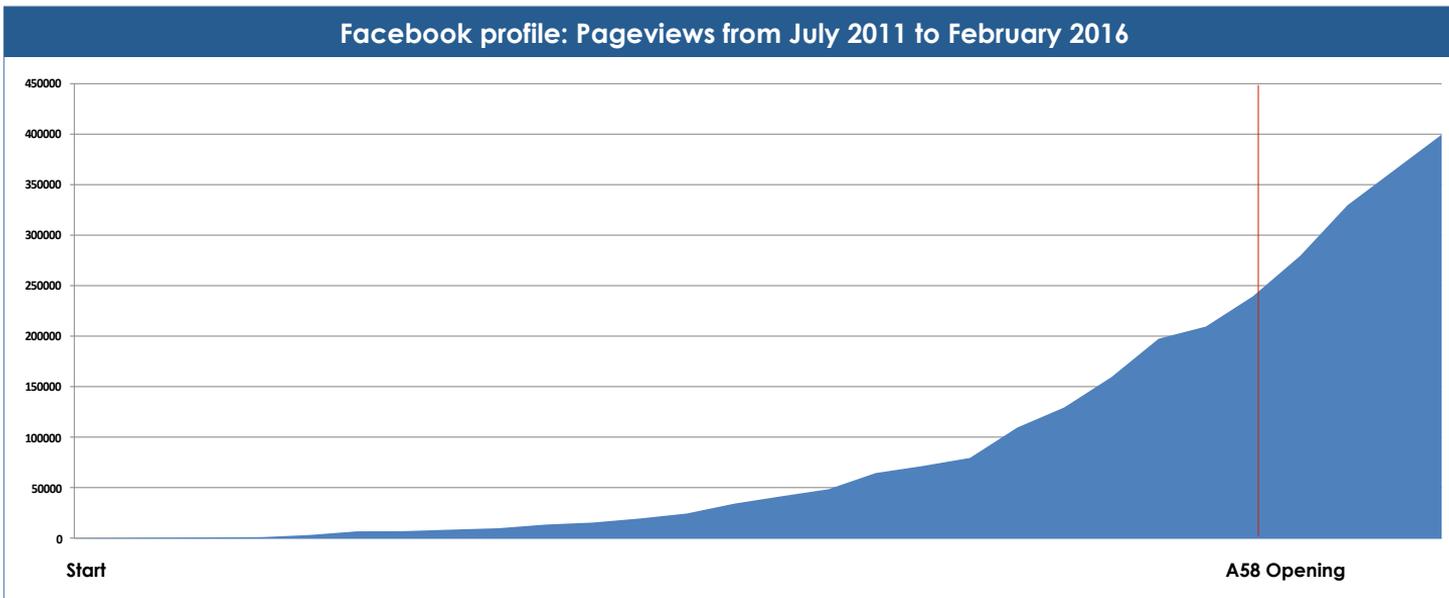
#### Audience breakdown



#### User age group



Non-traditional channels of communication, opened up through this approach during the construction phase, demonstrated an **unexpected** ability to spread information, affecting the part of population where there is the largest number of users, and reached a **growth trend** that enables us to open up proactive and immediate **dialogue** with many of our users and to express widely **our point of view**.



Thank you for your attention



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