

Communicating about Security

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Authority
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2018



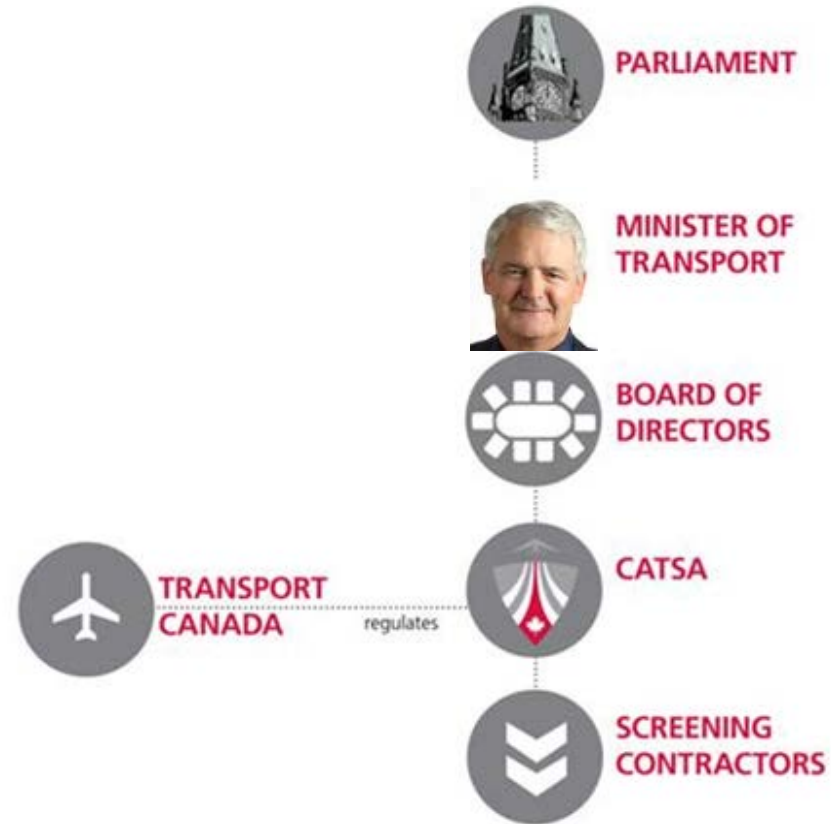
Canada

Who we are



Background

- Crown corporation created in 2002
- Report to Parliament via Transport Minister
- Board of Directors
- Regulated by Transport Canada
- Third-party screening contractors



CATSA by the Numbers



- 440 employees
- 3 screening contractors
- 8,000+ screening officers
- 89 designated airports
- 66 million+ passengers

A stylized graphic on the left side of the slide, consisting of a dark blue rounded rectangle with a white horizontal stripe. Above and below the rectangle are two vertical white bars, one on each side, creating a frame-like effect.

Communications at CATSA

Objectives

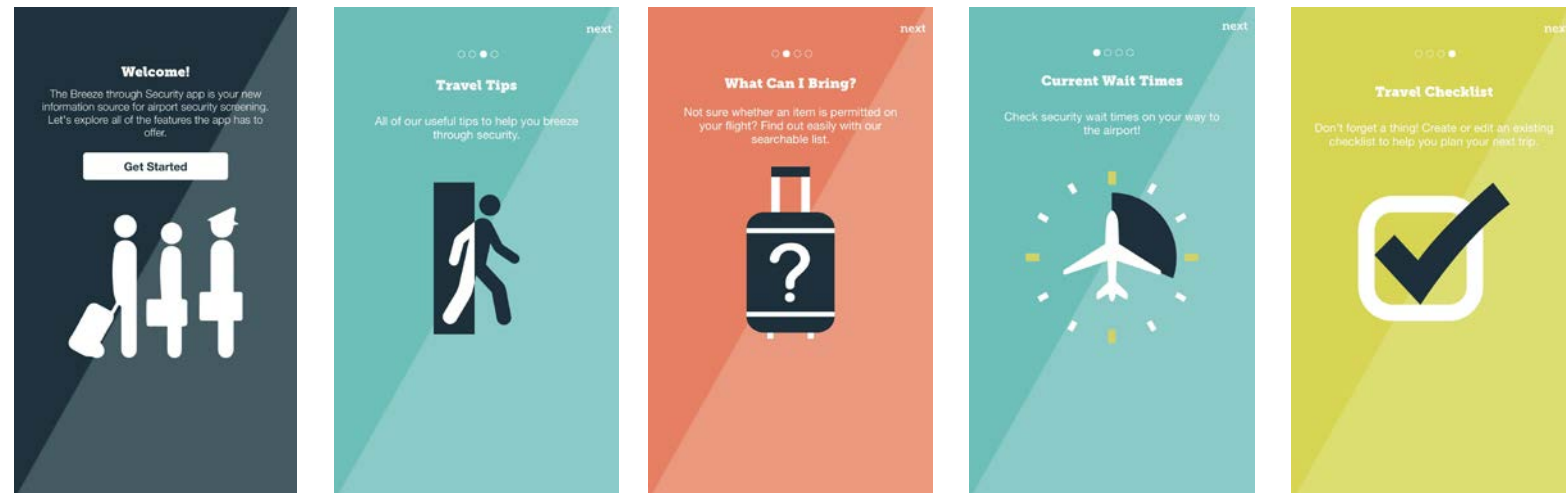
- Prepare passengers in advance for security screening to:
 - avoid delays
 - reduce wait times
 - enhance the customer experience
- Increase brand awareness
- Position CATSA as a trusted partner in aviation security

Key messages

- Focused on the travelling public
- Awareness and education
 - Heads up for busy travel periods
 - Arrive early
 - Preparation is key
 - Know the rules
 - Basic travel tips
- Promotion of the CATSA app

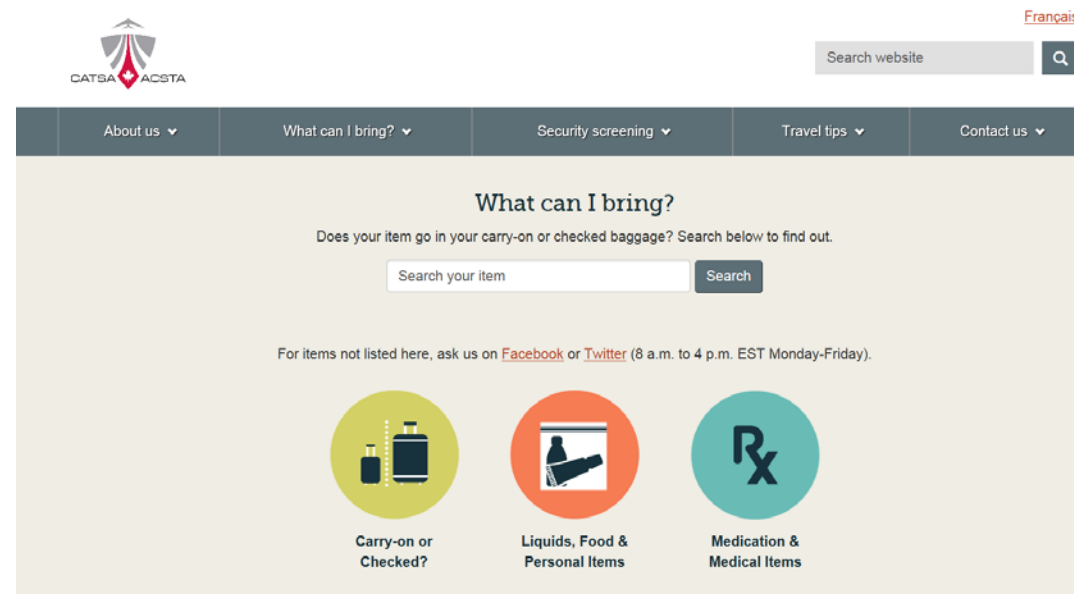
The CATSA App

- Redesigned and relaunched in April 2018
- Features:
 - Travel tips/advice
 - Searchable “What Can I Bring” list
 - Current wait times at larger airports
 - Personalized packing list tool



CATSA's Website

- Relunched in April 2018
- Priority is accessibility of content
- 83% of users report success in finding information
- Recognized for plain-language content



Social Media

- Engaging and conversational
- Humour helps
- Sharing is caring



@catsa_gc
@acsta_gc



/catsagc
/acstagc



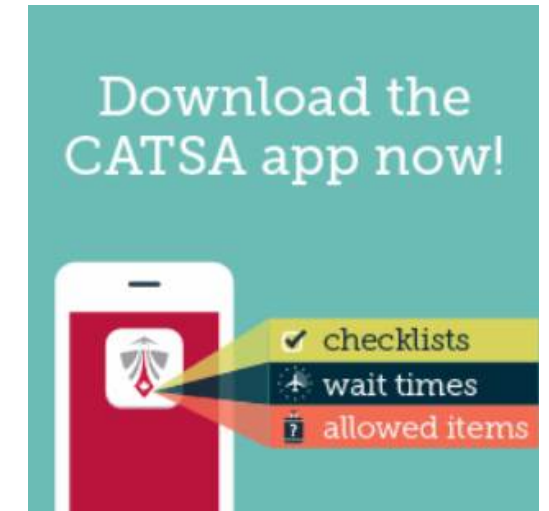
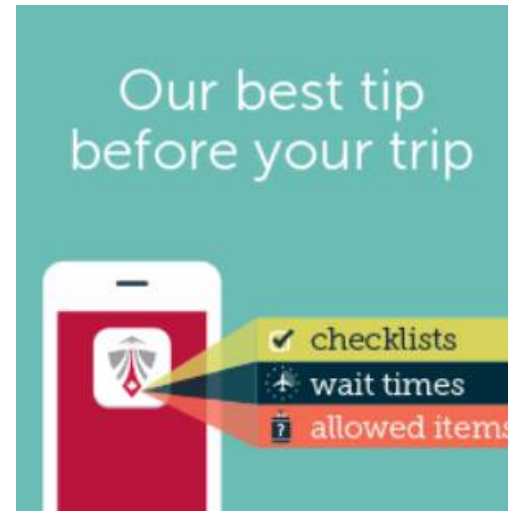
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Digital advertising

- Seasonal in nature
- Messaging to match
- App promotions
- Focused on social media channels
- New ideas on the horizon



Media Relations

- Ongoing, lightning-speed news cycles
- Need for strong partnerships
- Positive and proactive



Client Satisfaction



Client Satisfaction Team

- Supervisor
 - Oversees and monitors Client Satisfaction team members
 - Manages email queues directed to Client Satisfaction
 - Trains and coaches officers
 - Is first level of escalation
- Officers
 - Review and resolve complaints, claims and inquiries

Questions?
Contact us.



Passenger feedback

- Quarterly passenger intercept surveys
 - 8 busiest airports
 - Performance measurement
 - Passenger trends and feedback
- Web survey
- Focus groups





Passenger Campaign

Look and Feel

- Modern, friendly colour palette
- Icon-based creative that works well for static or motion:
 - Web
 - App
 - Social media
 - Video
 - Signage
- Minimal text



Seasonal Campaigns

- Based on busiest travel periods
- Summer, Holiday, Spring break/March break
- Web stories, social media posts
- Media buys
- Proactive media relations

Summer	Holiday	Spring break
Mid-June 30 – September 1	December 1 – mid-January	Mid-February – March 31

Signage

- Two types
- Campaign-based
 - Icons
 - Simple instructions/text
- Regulatory
 - Mandatory

Closed-circuit Television (CCTV)

This area is monitored by video camera. The information is collected by the Canadian Air Transport Security Authority and used in accordance with the Government of Canada *Privacy Act*. For further information contact 1-888-294-2202.

Télévision en circuit fermé (TVCF)

Cette zone est sous surveillance vidéo. L'information est recueillie par l'Administration canadienne de la sûreté du transport aérien et utilisée conformément à la *Loi sur la protection des renseignements personnels* du gouvernement du Canada. Pour plus de renseignements, composez le 1-888-294-2202.

111120-20107



Official Languages

- All communications products are produced in both official languages
- Adaptation vs. Translation

 **Canadian Air Transport Security Authority** ...
Published by Marinela Dzonlic [?] · June 20 · 🌐

Electric toothbrushes are permitted in carry-on. BTW, do you know what a dentist's favourite time of the day is? Tooth-hurty.



 **Administration canadienne de la sûreté du transport aérien** ...
Published by Marinela Dzonlic [?] · June 20 · 🌐

Les brosses à dents électriques sont permises dans les bagages de cabine. En passant, savez-vous quel est le comble pour une brosse à dents? Être de mauvais poil.





What's next?

Three upcoming initiatives

- Screening officer profile campaign
- Voice assistant technology
- Spring break / March break



Whether you're Embracing or Escaping the Cold...

Large sports equipment like skis
and surfboards must be checked
in with your airline.

Canada



Questions?

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Canada