

NEXUS Niagara Update

Spring 2013



Help Build Buzz

Just a reminder that an array of promotional tools are available at the NEXUS Niagara website for download

and sharing with friends, customers, clients, coworkers, or family members.

Visit www.nexusniagara.com to access campaign brochures, posters, info sheets, web buttons, past newsletters, display booth request forms, and our public service announcement (PSA) web video.

Newsletter Update Changes

With our inaugural campaign year now in the books, the NEXUS Niagara Update will be moving to a quarterly issuance schedule. This change will allow us to keep content fresh, while still staying connected to ambassadors and enrollees.

Ambassador Spotlight



A number of really worthwhile NEXUS Niagara ambassador activities and events took place recently.

Special thanks to the [World Trade Center Buffalo Niagara](#), the [Buffalo Bisons](#), the [U.S. Consulate in Toronto](#), the [Buffalo Niagara Enterprise](#), the [Buffalo Sabres](#), [Peace Bridge Duty Free](#), and the [NYS Business Travel Association](#) for their info distribution, event inclusion, and links.

We also welcome several brand new ambassadors to the NEXUS Niagara mix, including [Berardi Immigration Law](#) and the [Office of Erie County Executive Mark Poloncarz](#).

Campaign Report

The results are in and the inaugural year of the NEXUS Niagara marketing campaign was indeed a successful one!

Through a combination of active marketing and promotion, as well as various operational efficiency improvements at the two local enrollment facilities, the NEXUS Niagara campaign helped

23%↑

generate a **23% increase** in regional enrollments (2012 vs. 2011). In addition, NEXUS usage rose by more than 200,000 conveyances since the marketing effort's

inception in March 2012. Card holders now account for roughly 12% of overall traffic at Buffalo Niagara's four international border crossings, up from 10.5% the prior year.

Some other important outcomes generated by the NEXUS Niagara campaign are as follows:

- **45,000 campaign "impressions"** were recorded (including total flyer distribution and info placements)
- **17,000 website visits** to the www.nexusniagara.com site
- **6,856 social media "shares"** via Twitter, Facebook, and other ShareThis options
- **60+ "ambassadors" enlisted** from the local community to assist with campaign promotion
- **25+ speaker's bureau** and display appearances at various gatherings and regional venues
- **15+ mainstream news media stories or editorials** via print, broadcast, & online outlets

Bisons Spread NEXUS Niagara Message



To commemorate their new binational relationship as Triple-AAA affiliate of the [Toronto Blue Jays](#) and also help promote NEXUS, the [Buffalo Bisons](#) and mascot Buster greeted motorists with flyers, coupons, and a game of catch during a March event at the Peace Bridge.