W. R. (Will) Miller – Public Safety Director

- System Wide Responsibility for Grade Crossing Safety Programs and Educational Efforts.
- 14 years with Norfolk Southern in various roles within Operations.
- B. A. in Geography with concentrations in Urban Planning and Environmental Studies from University of North Carolina at Greensboro (2002).
- Resides in Acworth, GA.
"Dare to reimagine what our industry can, and will be, with an aspirational—yes, even audacious—vision for its future."
At Norfolk Southern, innovation has always defined who we are. With advanced technologies like artificial intelligence, predictive analytics, movement planning systems, and IoT (in our case, the internet of trains), we can and are redefining the world of transportation.
Norfolk Southern’s commitment to innovation has a positive impact well beyond our own tracks. With every technological advance, NS is improving the safety, reliability, and eco-friendliness of our operations, both for the customers we serve and the communities we touch.
“Reimagining the relationship between brands and drivers on the world’s largest crowdsourced navigation app.”
Norfolk Southern

Save for Later

Read more about this advertiser

Why am I seeing this ad?

SAVE FOR LATER

175 feet to I-75 S / I-85 S

THE TRAIN YOU SEE IS CLOSER AND FASTER-MOVING THAN YOU THINK.

McCarrish Pavilion - GT

Techwood Dr NW

10th St NW

1:20
15 min 11 mi.

iam Coming home™
# Zero-Speed Takeover

A large canvas revealed to your selected audience when their attention is highest.

<table>
<thead>
<tr>
<th>HOW IT LOOKS</th>
<th>PREMIUM CREATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>608x240px</td>
</tr>
<tr>
<td></td>
<td>PREMIUM CREATIVE (WIDE)</td>
</tr>
<tr>
<td></td>
<td>788x240px</td>
</tr>
</tbody>
</table>

| HOW IT WORKS               | Your creative and location information appear once the driver has come to a complete stop. |

| ACTIONS                    | ❤️ + Brand Name, Save for Later, Save Offer, Drive There, Remind Me, Save Video, Change Voice, Download App |

| PRICING                    | CPM               |
Targeted Communities

- Birmingham, Alabama
- Gary, Indiana
- Atlanta, Georgia
- Toledo, Ohio
- Pittsburgh, PA
- Louisville, Kentucky
Who Receives? How Long?

- Ad is seen when someone comes to a complete stop within proximity to the geo-tracked area.

- 11 Second Duration of Advertisement, unless User “swipes or waves” ad away
WAZE Campaign - Total Impressions from March 8 – May 3

1,080,949
WAZE Campaign - Total Impressions from May 4 – July 2

1,080,117
Impressions Through 3rd Flight

- 7/16 – 9/16: 1,015,426 impressions
- 1,020,305 Waze Users have seen the ad 2.9 times on average through March
- 0.71% total action rate (how often users engage with the ad once shown to them)
- Total through 9/12: 3,176,492 impressions served