

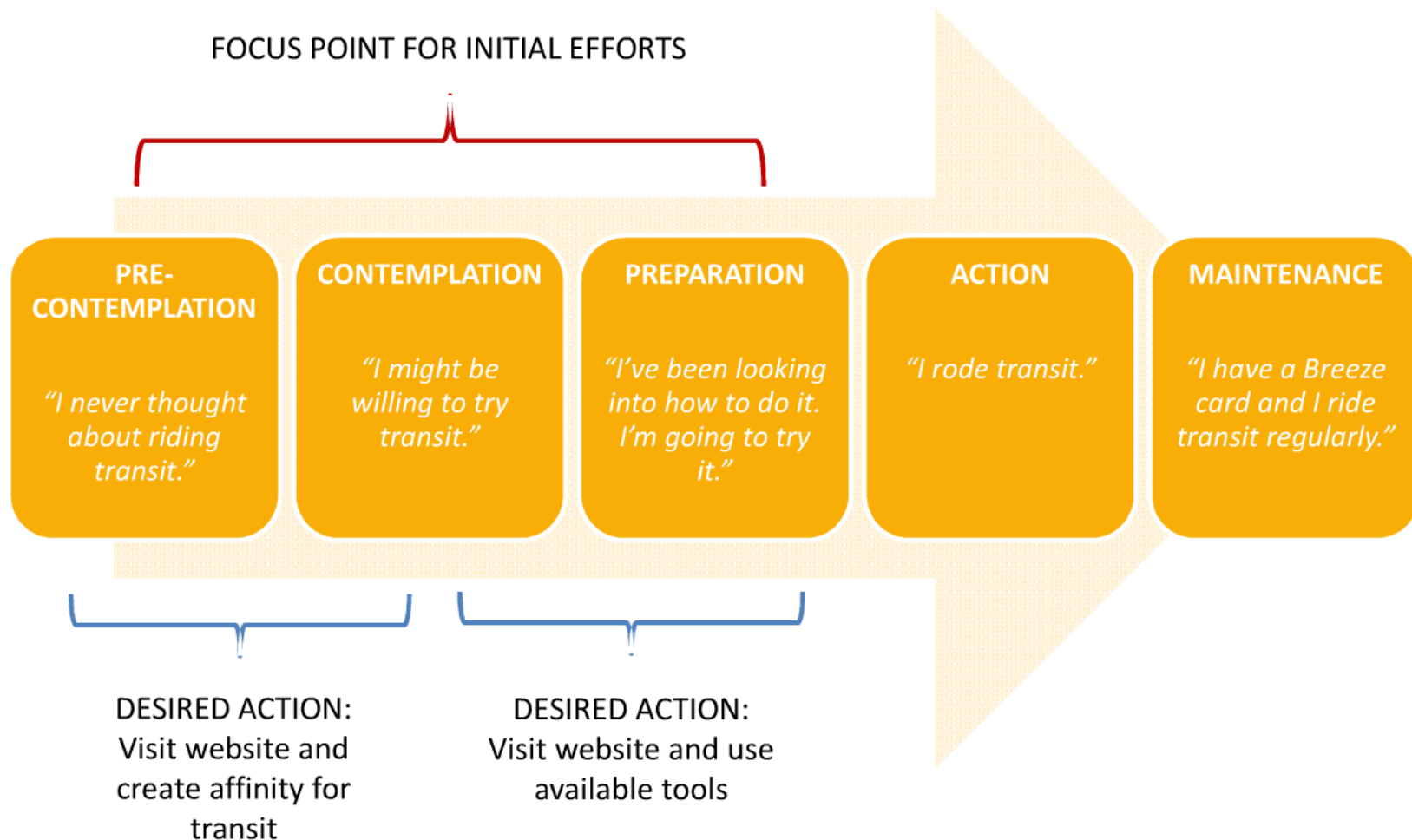
“Do you love traffic?”

Regional Transit Marketing Campaign

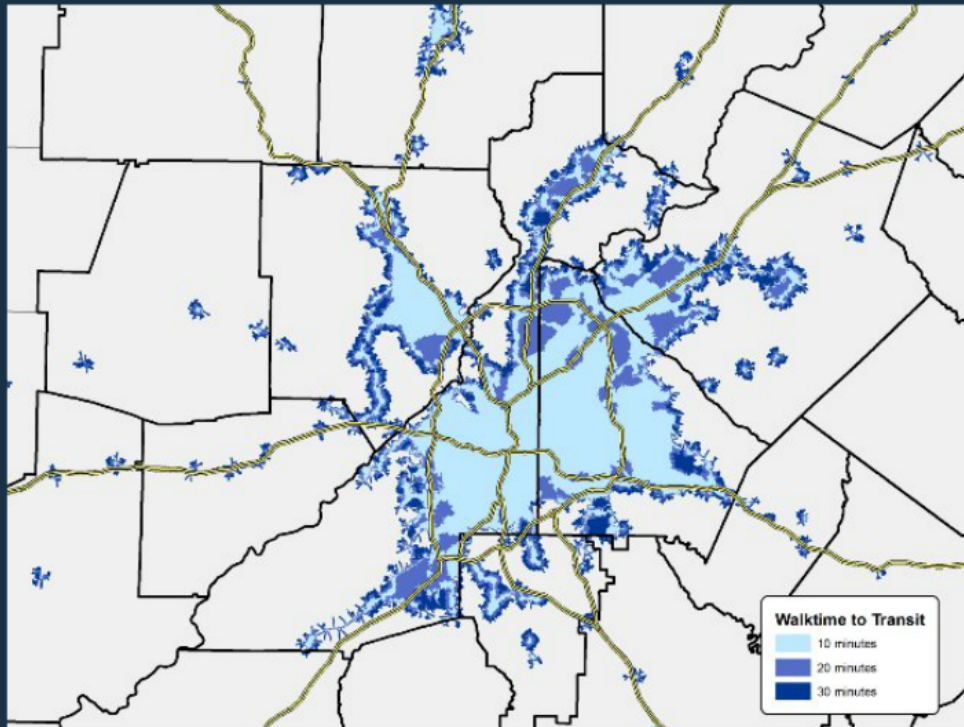


Vision & Goals

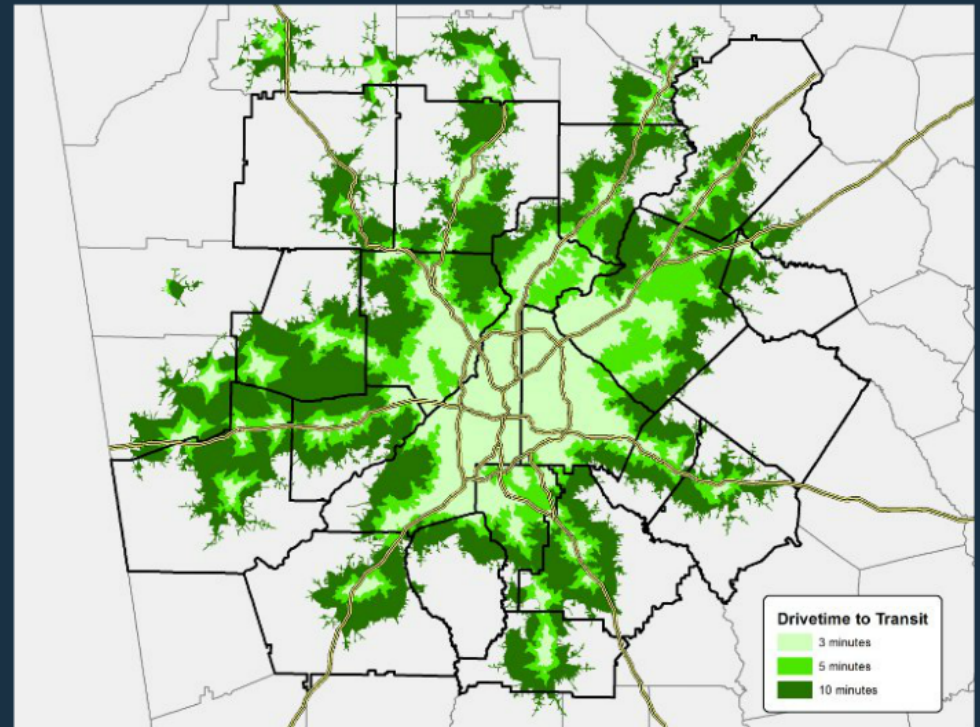
Changing Behavior: The Stages of Change



Walkshed



Driveshed



Target Audience

Express Transit			Local Transit (Walkshed)			Regional Population		
Silent Generation	65+	8.5%	Silent Generation	65+	8.3%	Silent Generation	65+	9.0%
Boomers	45-64	24.6%	Boomers	45-64	22.0%	Boomers	45-64	25.2%
Gen X	35-44	15.8%	Gen X	35-44	15.4%	Gen X	35-44	15.8%
Gen Y	20-34	21.9%	Gen Y	20-34	27.7%	Gen Y	20-34	20.9%
Gen Z	Under 19	29.2%	Gen Z	Under 19	26.6%	Gen Z	Under 19	29.2%
		100.0%			100.0%			100.0%
Gen X + Boomers		40.4%	Gen X + Boomers		37.4%	Gen X + Boomers	35-64	40.9%

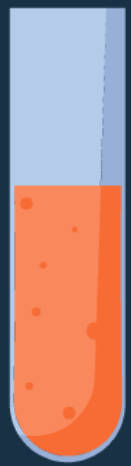
**Message
Creation**



**Message
Testing**



Stress-relief



Satire



"I love traffic because it lets me spend more time with my car than with my family."



PRE-CONTEMPLATION

"I never thought about riding transit."

CONTEMPLATION

"I might be willing to try transit."

PREPARATION

"I've been looking into how to do it. I'm going to try it."

- Trip planning
- Real time arrivals
- Inter-agency fare

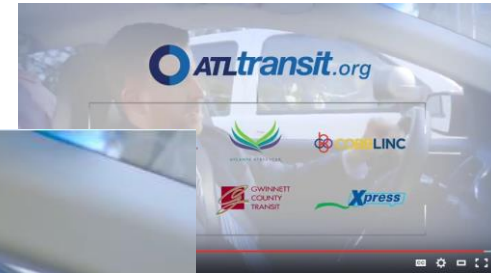
Implementating Vision

Overview

- **Timeline:** March 10 – May 5 (8 weeks)
- **Message:** stress reduction and “me time” on transit, satirical approach
- **Primary target audience:** Millennials (ages 20-34)
- **Creative materials:** online video, web banner ads, posters
- **Placement:** Online, paid and free (Google ads, social media, You Tube, etc.)
- **Purposes**
 - Awareness – ensure regional residents are aware of the entire set of transit options (CCT, GCT, GRTA, MARTA, Streetcar, etc.)
 - Preparation – help them find the tools to make successful trips, directing them to www.atltransit.org

Video Storyboards

“Traffic Dad” (30-second spot)



ANNCR: What do you love about traffic?

DAD: Actually, I like standstill traffic. Yeah, it gives me a chance to stare at this family photo. I'm in traffic quite a lot so I don't get to see them very much. Anyway, this is Mary. She's in college now.

VOICE: I thought you said her name was Melissa.

DAD: What did I say?

ANNCR: Some people love traffic. Others try transit. Find your route at ATLtransit.org.

“Cusser” (30-second spot)



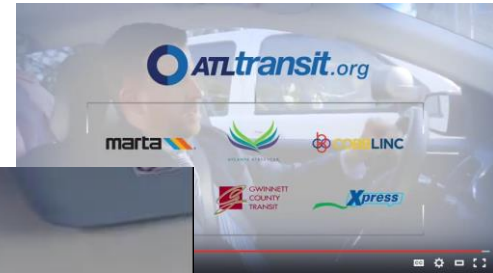
ANNCR: What do you love about traffic?

LADY: Driving in traffic has taught me to cuss much better. Words like <beep> and <beep> and <beep>. They just roll off my tongue now. Listen! Hey you <beeeeeeeeeeep>. I just made that up.

VOICE: Whoa.

ANNCR: Some people love traffic. Others try transit. Find your route at ATLtransit.org.

“Exerciser” (15-second spot)



ANNCR: What do you love about traffic?

MAN: I exercise. I squeeze my butt cheeks together. I'm at 40,000 reps. Feel how rock solid my butt is. Go ahead, feel it.

VOICE: That's okay.

ANNCR: Find your route at ATLtransit.org.

Banner Ads



Traffic helps you
practice cussing.



Transit does not.



ATLANTA STREETCAR
COBBLINC
CATS Xpress
GWINNETT COUNTY TRANSIT
marta



See if transit is right for you.

LEARN MORE





It's fun
raising
your
blood
pressure!



LEARN MORE



Or just try
boring old
transit.



LEARN MORE



Find your
transit route.



LEARN MORE



Crying in traffic is cathartic.

 **ATLtransit**.org

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So is this book.

 **ATLtransit**.org

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Find your transit route.

 **ATLtransit**.org

[LEARN MORE](#)

Posters



“Thanks to traffic,
I’m always missing dinner.
So I’m losing weight!”

Try riding transit now and then and let someone else drive. Sure, you’ll miss out on the stress but that’s what work is for. See transit routes for MARTA, CCT, GCT and Xpress bus at ATLtransit.org.

 **ATLtransit.org**

Some people love traffic. Others try transit.





“I pulled my hair out
in traffic and now I don’t
have to pay for haircuts!”

Instead of getting stressed driving in traffic, let one of our transit drivers do it every now and then. And stop hogging all that stress for yourself. See transit routes for MARTA, CCT, GCT and Xpress bus at ATLtransit.org.

 **ATLtransit.org**

Some people love traffic. Others try transit.



Facebook Ads

Suggested Post



ATLtransit.org

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shared a link.

👍 Like Page



“Traffic is awesome!”

Some people love traffic, others try transit now and then.
Find your route at ATLtransit.org.

WWW.ATLTRANSIT.ORG

[Learn More](#)

64 Likes 57 Comments 19 Shares

👍 Like

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“I love traffic! And fire ants!”

Some people love traffic, others try transit now and then.
Find your route at ATLtransit.org.

WWW.ATLTRANSIT.ORG

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“That driver is angry. Poor guy.”

Ride transit now and then.

Lower your stress and save on wear and tear of your car.
Find your route at ATLtransit.org.

WWW.ATLTRANSIT.ORG

[Learn More](#)

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“Traffic helps me practice cussing.”

Some people love traffic, others try transit now and then.
Find your route at ATLtransit.org.

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Instagram Ads

Instagram



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“I love traffic!
And fire ants!”



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“Traffic is
awesome!”



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“Life’s too easy.
Maybe I’ll get a puppy.”



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“I miss yelling
at other drivers.”

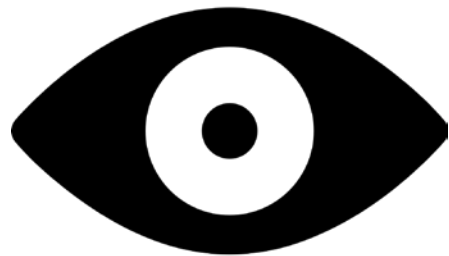


LEARN MORE

ATLtransit.org Some people love transit, others try transit now and then. Find your route at ATLtransit.org.

What Next?

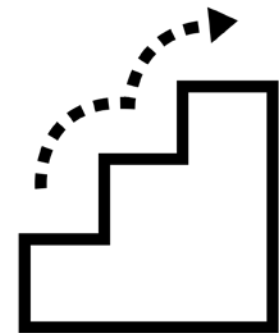
Monitoring,
Evaluation,
& Pivoting

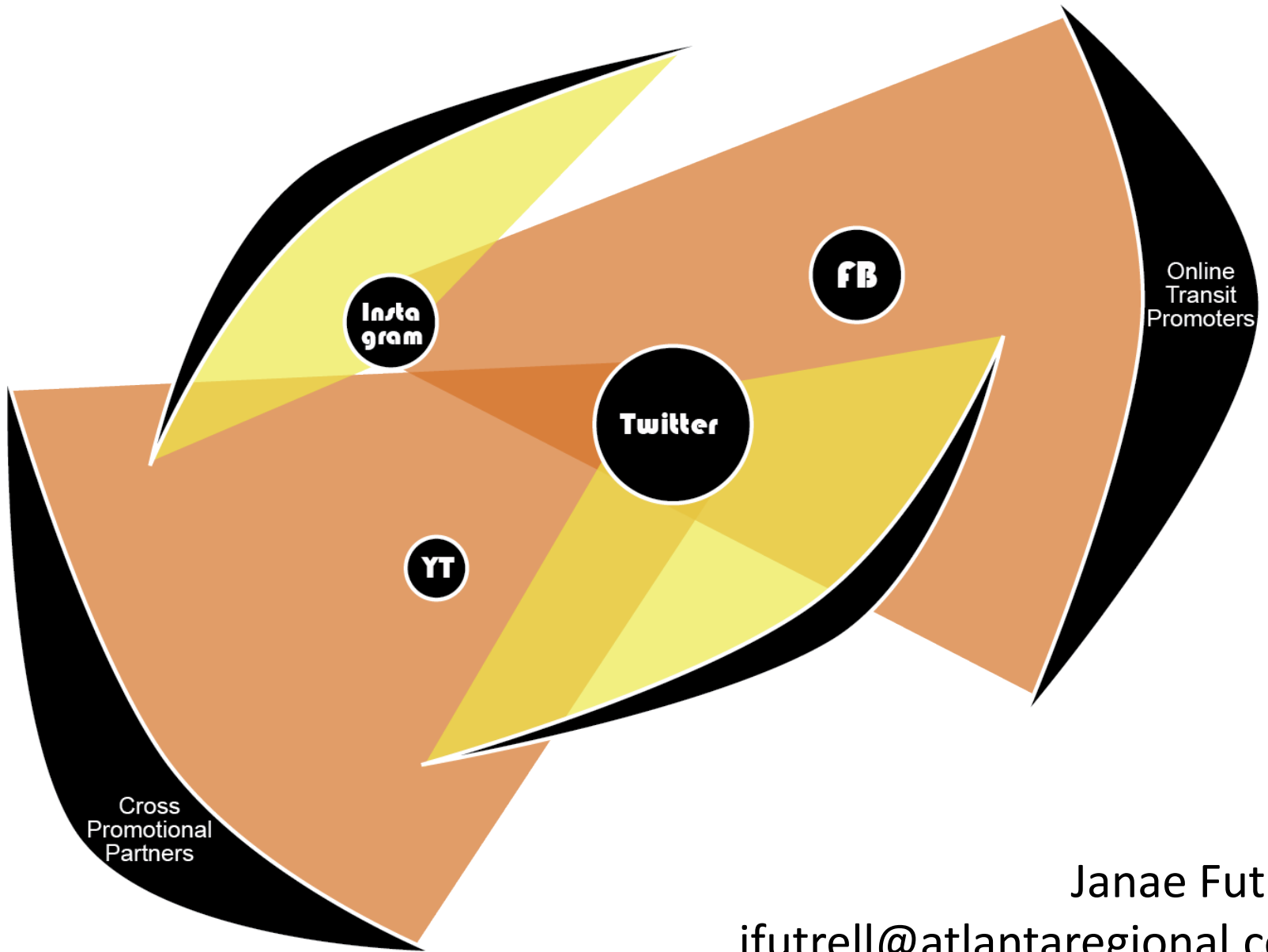


Results
Reporting



Potential
Future
Phases





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