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+
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Final Recap Report

Regional Transit Marketing Program

Phase One



Phase One Campaign Details

- Primary target audience: Millennials (ages 20 – 34)
- Message: Stress reduction and “me time” via a satirical
- Approach:
 - Phase One: focus on raising awareness and helping prepare future transit riders
 - Phase Two: focus on action, future audiences
- Timeline: March 10 – May 8, 2016 (8-week duration)
- Budget: \$250,000
- Promotion:
 - Paid placement: YouTube pre-roll videos, Google ads, social media ads
 - Outreach: social engagement, cross-promotional partners, transit “enthusiasts”/promoters
- Creative materials: Online videos, web banner ads, posters, images for social sharing

Regional Transit Marketing Campaign Journey

We are here!

PHASE ONE

PHASE TWO

Awareness

Preparation

Action

Involvement with marketing materials

Activity on ATLtransit.org

Ridership figures

Impressions

Likes/shares

Clicking on links



Website visits

Trip planning

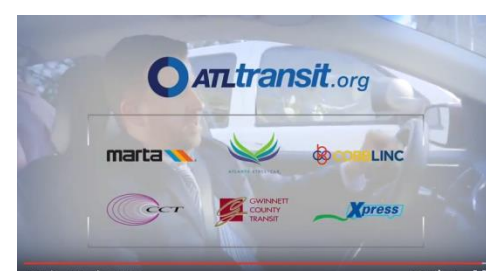
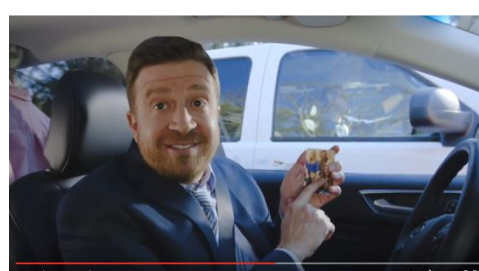
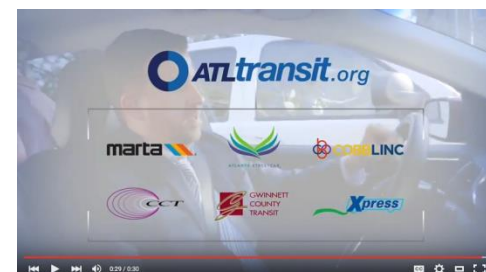
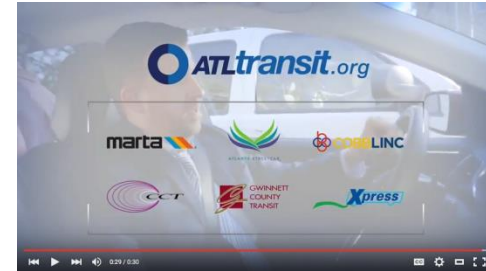
Page visits

Creative Executions

The Satirical campaign really lent itself to fun, creative executions. And Millennials were well-poised to help us create content, too.

- Three short satirical videos designed for sharing and promoting via social media; will also be pushed out via paid media campaign
- Poster for employer outreach
- Banner ads for partner websites

Videos



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Animated Banner Ads



Traffic helps
you practice cussing.



Transit does not.



Crying in traffic
is cathartic.



So is this book.



It's fun raising your
blood pressure!



Or just try
boring old transit.



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Posters

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“Driving in traffic gives me the opportunity to practice my curse words.”

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.


Some people love traffic. Others try transit.



“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.


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.


Some people love traffic. Others try transit.



Phase One: At-A-Glance Results

13.9M

Paid Media Impressions

402K

Video Views

76K

Clicks from Paid Media

41K+

Web Visitors

0.55%

Avg. Click-through Rate (CTR)

67K+

Page Views

2,012

Planning Tool Conversions

8,800

Trips Planned

Worth Noting: Trips Planned

Nearly **1** in **2** trips planned since public launch in April 2014 occurred during this 8-week campaign

Where Do We Go From Here?



What We Learned

Paid Advertising/Creative

- Google Display Network ads resulted in the greater number of clicks to the site, whereas Facebook delivered the 2nd highest number of clicks and the greatest number of video views
- “Exerciser” drove the best results across all platforms; videos were the most shared type of content
- Google display ads drove the most efficient results
- Keyword targeting was more effective than topic targeting across the Google Display Network

Social Engagement

- Social engagement, particularly Facebook, should be continued as Phase Two plans are developed
- Facebook performed better than the other platforms in terms of organic content
- Posts with rich media (images, links to videos) performed better than text-only posts
- Transit profiles were the most engaging types of content shared; moving forward, investigate the use of digital influencers to help spread the word through organic social media channels

Additional Learnings

- 95% of website visitors viewed the site on a mobile platform, so we must ensure the mobile experience is effective and efficient, especially the trip planning tool

What We Would Do Differently

Paid Media

- Adjust the targeting
- Eliminate “topic” targeting on Google Display Network
- Focus on 300x600 size for display ads
- Change the click parameters for the Facebook videos
- Add Snapchat to the paid mix

Creative

- Producer all 15-second videos

Social Engagement

- Develop social content more frequently
- Create more transit profiles
- Bisect our social strategy

Outreach

- Conduct direct outreach

Where We Could Go Next: Phase Two

Regardless of campaign cycles, ATLtransit.org should continue to have an ongoing social media presence

Maintain Focus on Millennials in “Awareness” and “Preparation” Stages

- Expand video series and continue to invest in digital advertising
- Continue social engagement
- Vastly expand outreach efforts, deepening partnerships with organizations like Georgia Commute Options and cross-promotional partners
- Go where Millennials are with event-based marketing – sponsor/attend outdoor festivals and events

Maintain Focus on Millennials and Shift to “Action” Stage

- Dig deeper and focus on moving Millennials from “preparation” to “action” stage
- Continue social engagement and shift focus to trial/action
- Partner with Georgia Commute Options to promote incentives for trial and continued use
- Expand paid advertising to broadcast or digital radio (e.g., Pandora, Spotify) for greater reach
- Develop a call to action we can measure (e.g., discounted Breeze card for planning a trip)

Expand to New Audiences

- Conduct research to identify messages and opportunities that will resonate with another key audience – Generation X? Boomers?
- Expand creative/paid media to channels that reach these audiences (e.g., radio, TV, print)
- Seek synergies with momentum in transit in the region (e.g., Xpress route changes/expansion, MARTA expansion)

Thank You!

Any questions?