



**“Spending too much time in
your car?”**

Creating effective transit marketing campaigns

Challenges

- *"In times of economic uncertainty, companies that pull themselves off customers' radar screens through marketing cutbacks stand to hasten their own final departure. The perception that your company has disappeared turns into a grim reality."*
– Business 2.0 Magazine
- **Relatively new agency with need to establish brand and build awareness of services**
- **Justifying why we should market public transit.**
- **Securing funds for marketing on an ongoing basis**

Methodology

- **Analyzed Sound Transit’s audience using data from the Claritas Corporation.**
- **Determined which lifestyle “clusters” are most likely to use public transit and where those clusters are found**
- **Analyzed demographic, lifestyle and media use habits**

Target audience lifestyle groups (core market)

- Five lifestyle “clusters” are regular transit users:
 - Urban Up and Comers
 - Struggling Metro Mix
 - Urban Singles
 - Metro Singles
 - Difficult times

Target audience lifestyle groups

- **Secondary market:**
 - Great Beginnings
 - Upper Crust
 - A Good Step Forward
 - City Ties
 - University USA
 - Metro Mix
 - Close-Knit Families
 - Hard Years
 - Manufacturing USA
 - Successful Singles

Implications

- **Sound Transit may increase ridership by targeting its secondary audience:**
 - **The primary audience uses public transit because of need, and is less likely to be influenced by advertising**

Media objectives & selection

- Raise awareness of Sound Transit and build and maintain ridership
- Combination of
 - Radio and traffic report sponsorships
 - out-of-home (transit and billboards)
 - Print (newspaper, direct mail, collateral)
- Supplemental sponsorships and promotions

Approach

- Cut through the clutter with humor
- Avoid lecturing
- Highlight benefits:
 - Comfort
 - Avoid congestion
 - More time
 - Less stress
 - Cost vs. driving



Spending too much time in your car?



SOUNDTRANSIT



ST Express



Spending too much time in your car?


SOUNDTRANSIT



ST Express



 SOUNDTRANSIT
RIDE THE WAVE



ESCAPE.



Sounder





**Been sitting
there awhile?**

 **SOUNDTRANSIT**



ST Express



 **SOUNDTRANSIT**
RIDE THE WAVE

**Been sitting
there awhile?**



 **SOUNDTRANSIT**



ST Express



 **SOUNDTRANSIT**
RIDE THE WAVE

Avoid gridlock without violating
FAA Regulations.



 **SOUNDTRANSIT**
RIDE THE WAVE



 **SOUNDTRANSIT**
RIDE THE WAVE

Elude traffic without those pesky reentry burns.



 **SOUNDTRANSIT**
RIDE THE WAVE



 **SOUNDTRANSIT**
RIDE THE WAVE

Customers Please...

REFRAIN FROM:

**SMOKING
YELLING
CURSING
OR CRYING
WHILE FUELING**



www.soundtransit.org



Or ride Sounder.
Now four roundtrips daily.



 **PAYDAY LOANS**

SOUNDER STATION



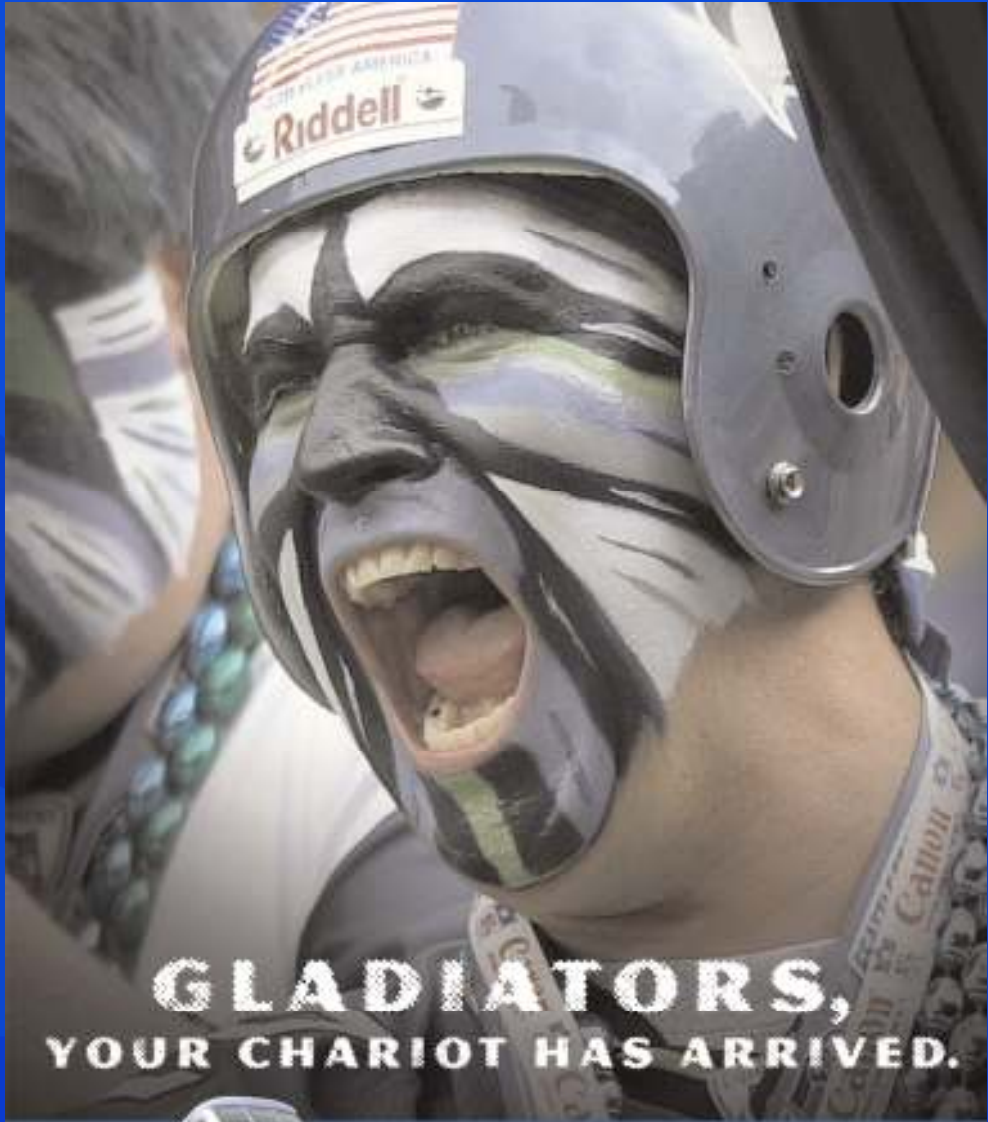
Avoid high gas prices. Ride Sounder. Now with four roundtrips daily.

 **SOUNDTRANSIT**
RIDE THE WAVE

www.soundtransit.org



 **SOUNDTRANSIT**
RIDE THE WAVE



GLADIATORS, YOUR CHARIOT HAS ARRIVED.



Take a Sound Transit Sounder train to Sunday Seahawks games during the regular season. Buy tickets at any Sounder station ticket vending machine. For details, visit soundtransit.org or call 888-889-8388.



Results

- Increased ridership
- Increased awareness
- Increased approval rating