“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?

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Spending too much time in your car?

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Been sitting there awhile?

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Been sitting there awhile?

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Results

• Increased ridership

• Increased awareness

• Increased approval rating