

To: Marketing Planning and Legislative Committee

Date: March 25, 2014

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

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**Subject: Faces Campaign - 2014**

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**Background:**

In the first months of 2014 marketing staff has been working to increase the focus on people on the website homepage and is developing of a “Faces of County Connection” campaign.

The Faces campaign is designed to show the people behind the organization and emphasize the human connections that are a part of the service through portraits of employees and riders. Many organizations are using personal stories in their ad campaigns such as California State Automobile Associations “Lives to Help” campaign. This trend follows the rise of social media, cameras on phones, and public interest in “behind the scenes” snapshots.

Components of the Faces Campaign will include exterior bus ads featuring portraits of employees, interior ads encouraging riders to participate by contributing “selfies” and Instagram photos, and a webpage that features pictures and stories about employees and riders. The exterior ads will run on the back of the bus and the space is free. A local watercolor artist (John Finger) has been retained to photograph and draw portraits and a communications consultant (Stephanie Jordan) has been retained to assist in managing the campaign. The following are the first two bus back ads that will run.



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