

To: Advisory Committee

Date: July 1, 2014

From: Mary Burdick, Manager of Customer Service

Reviewed by:

Subject: Faces of County Connection

Summary:

The marketing department has embarked a FACES of County Connection campaign that will celebrate employees and riders. The campaign will include illustrations and photos as well as “selfies” contributed by riders. The campaign will be promoted using exterior and interior ad space, its own webpage, and will provide content for facebook, instagram, and twitter. Riders who contribute photos will be eligible to win monthly prizes. Promotion expenses related to the FACES campaign in 2014 include additional illustrations, professional photography, interior and exterior bus ad printing.