

To: Board of Directors

Date: May 14, 2015

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: 2015 Marketing Campaigns

Background:

In recent months two new promotional campaigns have been developed and implemented with the Marketing, Planning, and Legislative Committee direction. The ideas for the campaign came from reviewing past APTA Adwheel winners in particular Toledo's print campaign promoting mobile real time information and Kansas City's short video "we're all in this together".

Mobile Real Time - Print Promotion

This campaign promotes the ease of trip planning when using the mobile transit app that can be downloaded for free from County Connection's website. Advertising has been placed on County Connection buses and at BART stations in our service area. Digital formats will also be used in social media platforms. The cost for production and ad space was \$65,000.



Video for Cable/Digital Campaign

The second promotion targets commuters, students, and seniors and includes production of (4) thirty second video clips to be used in a combination Comcast cable and digital media buy to span a three to four month period. The cost for production and media buys will be \$36,000.

