

## **Effectiveness Statement**

**Entry Title:** OC Bus Awareness Video

**Member Type/Size:** Group 3 - Greater than 20 million annual passenger trips

**AdWheel Category:** Category 3: Best Marketing and Communications  
Educational Effort

**Subdivision:** Electronic Media

**Organization:** Orange County Transportation Authority

### **Who was the target audience for this entry?**

In 2015, the Orange County Transportation Authority (OCTA) launched an awareness campaign to introduce new bus branding, called OC Bus, and change people's perceptions about riding the bus. A primary component of that campaign was an entertaining video that demonstrated how OC Bus makes it easier than ever for bus riders to plan, pay and ride when journeying by bus for work and play. The target audience was potential bus riders.

### **What was the situation/challenge for creating this entry?**

According to a bus market study, many people hesitate to climb aboard the bus because they don't know how to ride. While OCTA buses have always been clean, safe, convenient and easy to use, the introduction of the OC Bus brand provided the ideal opportunity to reaffirm that positive message with new, upbeat marketing tactics. Based on OCTA's past success creating compelling videos, we knew that a video was a proven way to prompt action, educate, and encourage sharing among viewers. In addition to the video, posters and ads onboard buses and online directed viewers to a new website and printed ride guides. All these marketing components provided simple but comprehensive ways to hop aboard with knowledge and confidence.

### **What was the strategy/objective of this entry?**

The strategy was to increase ridership by changing perceptions about the riding the bus by using an entertaining video. Tactics included:

- Use humor and high production value to engage audiences
- Share the video on social media
- Promote the video via email
- Encourage website visitors to watch the video and sign up for free bus passes

### **What results/impact did this entry have?**

The video has been viewed 152,731 times on YouTube and Facebook. The video also received the greatest number of social media comments, likes and shares, which helped increase the video views.

### **Please tell the judges why this entry was submitted and why it should win an AdWheel Award:**

This entertaining, "benefit causes story" video encouraged people to think about taking the bus in a whole new way after watching a likeable character become the most popular guy in town when he gives up his car and climbs aboard an OC Bus. The video

was the centerpiece of the marketing campaign, which strove to raise awareness and change perceptions about OC Bus. The results indicated that people respond to well-executed humor and are willing to take action when the right call to action and entertainment are combined. Thanks to this video, bus riding is now cool.



**Orange County Transportation Authority  
Electronic Media: OC Bus Awareness Video  
AdWheel Awards 2016**

## MARKETING STRATEGY

- Introduce new OC Bus Branding
- Change perceptions about riding the bus with an entertaining video

WATCH VIDEO

[https://youtu.be/ORi\\_Z8bMI8E](https://youtu.be/ORi_Z8bMI8E)



## KEY OBJECTIVES

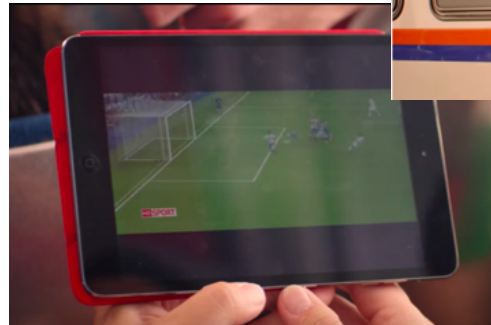
- Increase ridership
- Change perceptions about riding the bus

## TACTICS

- Repurpose a popular video to save time and money (Dump the Pump)
- Encourage new riders to sign up for free bus passes
- Digital marketing and communications

## TARGET AUDIENCE

- Target markets include:
  - Employers
  - College Students
  - High School students
  - New Residents
  - Hispanic Market
  - Vietnamese Market



# VIDEO DEVELOPMENT

- Mood boards and scripts were created to highlight how “stylish” riding the bus is

AUDIO	VIDEO
OCTA presents..	<p><b>The Gas Station</b> See a young Don Draper type man filling his SUV up with gas.</p> <p>Growing frustration as the numbers (the price) continue to climb rapidly.</p> <p>He hears the sound of the OCTA bus as it stops at a nearby bus stop. It's like it's calling to him.</p> <p>See the pump handle as it falls to the ground. He walks over.</p>
The Rider.	<p><b>The Bus</b> Don steps inside to the most amazing atmosphere. Cool people, young and old lounging, having a good time on the bus.</p> <p>At the center of it all - The Rider.</p> <p>He looks up at Don and says:</p>
We've been waiting (expecting) for you.	

Ext. Bus Stop -- Day OUR HERO, DWAYNE, WALKS AND TALKS TOWARD CAMERA	DWAYNE Hey... I'm Dwayne.
Intercut Dump the pump shots.	You probably remember me. Yeah... I was frustrated with traffic, spending too much money on gas. So I dumped the pump..
Back to Dwayne	And look at me now. No seriously.. take a look.
DWAYNE HIGH FIVES A SHARK	I know what you're thinking. Riiight!?! Yeah, well you too can learn how to bus.
TITLES overlaid. Head nods.	It's easy. Just Plan, Pay, Ride. C'mon, I'll show you.
CUT TO: SIDE VIEW OF DWAYNE WALKING. CAMERA PULLS BACK TO REVEAL DWAYNE IS ACTUALLY RIDING A HOVERBOARD	DWAYNE Taking the bus is inexpensive and better for the environment. Plus if you're in Orange County, chances are you're within walking distance of a bus stop. Unless you have a hoverboard, in which case you're in hovering distance.
CUT TO: DWAYNE WALKS TOWARD CAMERA. GUY with LAPTOP walks alongside.	DWAYNE The bus is great for getting across town or commuting to work. You can plan out your trip by checking the system map online, and with apps like The Transit App, you can check bus locations in real-time!
GRFX - STEP ONE: PLAN HE PULLS A SMARTPHONE OUT OF HIS POCKET.	...or you can ask Lou.
DWAYNE CONTINUES WALKING UP TO AN OLD MAN NAMED LOU.	LOU (Looking at watch quizzically ) Should.be.here.any. minute.
	DWAYNE Don't ask Lou—he doesn't know. That's why he always shows up early. And so should you.

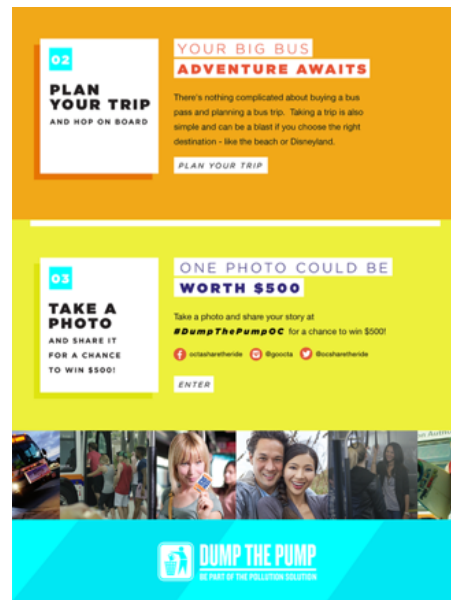
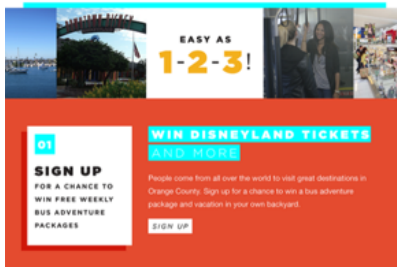
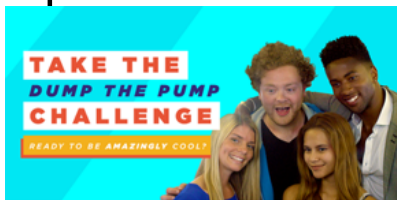
WATCH VIDEO

[https://youtu.be/0Ri\\_Z8bMI8E](https://youtu.be/0Ri_Z8bMI8E)



## WEBSITE

- Original landing page created for Dump the Pump promotion

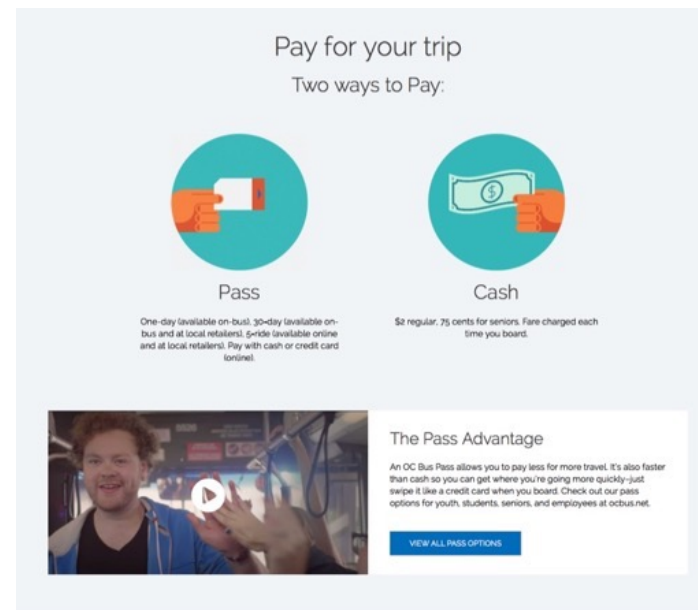
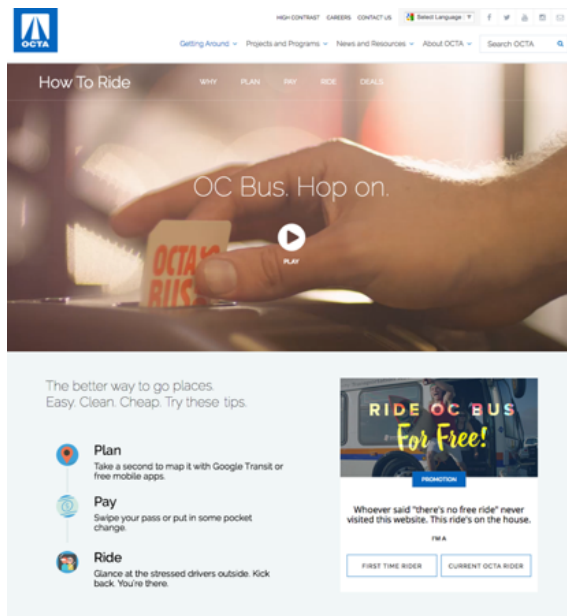


In the scene above, the rider literally "dumps the pump" and hops on an OC Bus



# WEBSITE

- Video repurposed as ambient video and placed on different sections of the OC Bus website



# DIGITAL MARKETING & COMMUNICATIONS

- Email marketing, social media, and online ads were used to promote the videos

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OC Bus saves you money. There is a route nearby with service every 15 minutes! Try it free: [bit.ly/MyOCBus](http://bit.ly/MyOCBus)

**Get a Free OC Bus Pass**  
There is a bus route not far from you with good service to the places you go to most. Let us show you how easy and convenient it is.

OCTA.NET [Learn More](#)

**OC Bus** Sponsored · 🇺🇸 Like Page

¡Pruebe OC Bus gratis! Dwayne y sus amigos le mostrará cómo. Aprenda más: [bit.ly/ComoViajar](http://bit.ly/ComoViajar)

See Translation

81 Likes 10 Comments 14 Shares

**YOUR PASS IS ON THE WAY!**  
Here are some useful tips.

Thanks for visiting our [How to Ride](#) page and signing up to receive a free bus pass. You'll enjoy riding the bus, especially with these helpful tips:

- Download the [Ride Guide](#) and refer to it before and during your trip.
- Use a [transit app](#) to easily plan a trip and view real-time bus location information.
- Visit the [eBusbook](#) to download the schedules for your route.
- Visit our [website](#), reach out on [Facebook](#), or [contact our team](#) when you have a question. We're happy to help.

See you on the bus!

**DOWNLOAD ONE OF THESE APPS**

- Transit App
- Moovit
- Google Maps



**The better way to go.**  
**AD** by goOCTA  
Try OC Bus free! Dwayne and his friends will show you the ropes.



# RESULTS



## RESULTS

Web Visits	23,669
Video Views	152,731
Impressions	1,370,005
Sign Ups – New Riders	1,824
Sign Ups – Existing Riders	916

### AMONG NEW RIDERS

56% have never taken the bus
25% used to ride but don't anymore
12% ride frequently
6% ride often

THANK YOU



*Together we ride*