

## Effectiveness Statement

Entry Title: OC Bus 360° Ride the “Blank” Bus Ridership Campaign

Subcategory: Comprehensive

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

AdWheel Category: Best Marketing and Communications to Increase Ridership or Sales

Organization: Orange County Transportation Authority

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

As part of OC Bus 360°, an ongoing initiative that improves bus service from all angles and responds to changing market conditions, the Orange County Transportation Authority (OCTA) launched a comprehensive bus ridership campaign with the flexibility to communicate with a variety of target groups – existing, new, commuters, students, millennials, families, and diverse populations. During the campaign, strategically chosen words were inserted into the consistent framework of Ride the “Blank” Bus (Ride the Commute Bus, Ride the Beach Bus, Ride the Study Bus) to appeal to different audiences, demographics and life styles.

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

Like much of the nation, Orange County has experienced several years of declining bus ridership. Via OC Bus 360°. OCTA made improvements to key routes and used a variety of tactics to change perception and service offerings, including introducing mobile and real-time apps, lowering fares, and launching marketing campaigns to promote improved services. The comprehensive Ride the “Blank” Bus campaign complemented these other tactics with highly visible, easy-to-understand messaging, and clear calls to action that encouraged ridership and showcased reasons to ride.

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

Through OC Bus 360°, routes in select areas were improved and expanded. The objective of the Ride the “Blank” Bus campaign was to increase ridership on these targeted routes by branding OC Bus with bold colors, strong graphics, and the clear suggestion to ride the bus, all customized for different audiences. The comprehensive multi-media campaign included digital marketing, direct mail, multi-cultural billboards, radio, cable TV, bus advertising, social media and promotional offers designed to lead prospective riders to a website where they could receive free passes or enter to win 30-day passes.

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

Thanks to OC Bus 360°, ridership on promoted targeted lines increased 19.5%, real-time time bus app usage eclipsed 1 million per month, and the OC Bus Mobile Ticket

App was downloaded 67,000 times. The Ride the “Blank” Bus campaign resulted in more than 5.5 million impressions and generated 13,000 respondents. More than half (57 percent or 7,461) were new riders.

**Why should this entry win an AdWheel Award?**

Increasing bus ridership is challenging under any circumstances. Today’s potential riders have many transportation options, and positioning the bus as a worthwhile alternative requires out-of-the-box thinking and strategic execution. The Ride the “Blank” Bus campaign was a seamless, visible and measureable component of OC Bus 360° that made the bus memorable and suggested politely but firmly that people should ride it. The extremely flexible concept allowed OCTA to continue using this technique to create a desirable OC bus brand that continues to attract new riders. To date, the Ride the “Blank” Bus campaign has attracted 7,461 new riders. According to a follow up survey, the overwhelming majority (85 percent of respondents) said they would continue to ride.


# Digital ads positioned OC bus as cool, hip, inviting, engaging and chic



OCTA customized the messaging geographically, demographically and psychographically throughout the year using precisely targeted digital campaigns.

**OC Bus** Sponsored · Like Page

For fun in the sun at piers and parks, ditch the car and ride Route 47



**RIDE THE RAD BUS**

Win a t-shirt, tote, & hat  
Go OC with a free bus pass


OCBUS.COM [Learn More](#)

11 Likes 1 Comment

Like Comment Share

**OC Bus** Sponsored · Like Page

Get the most out of Summer School. Start your Summer with OC Bus.



**RIDE THE EVENT BUS**

Win a t-shirt, tote, & hat  
Get your free OC bus pass now


OCBUS.COM [Learn More](#)

32 Likes 4 Comments

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Now you can go where you want and get your homework done at the same time! Genius. Save with our College and UPass programs and ride all of OC for less.



**RIDE THE SMART BUS**

Your Next School Commute is Free  
Try OC Bus on us.

OCTA.NET [Learn More](#)

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**OC Bus** Sponsored · Like Page

Retail therapy at the Outlets of Orange starts with Route 54. Check it out!



**RIDE THE CHIC BUS**

Win a t-shirt, tote, & hat  
Get your free OC bus pass now

OCBUS.COM [Learn More](#)

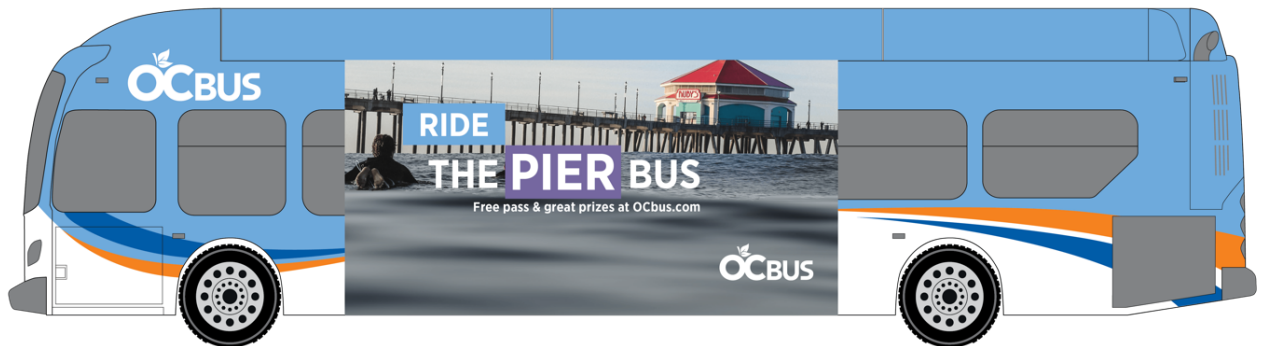
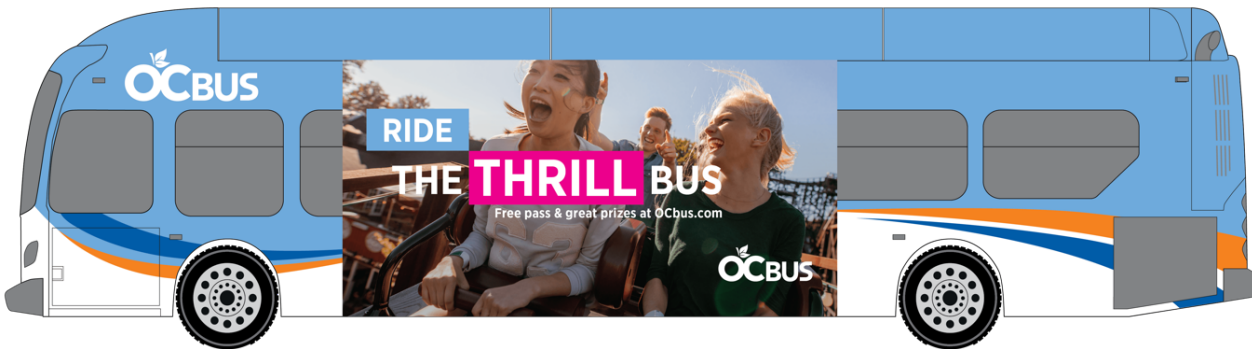
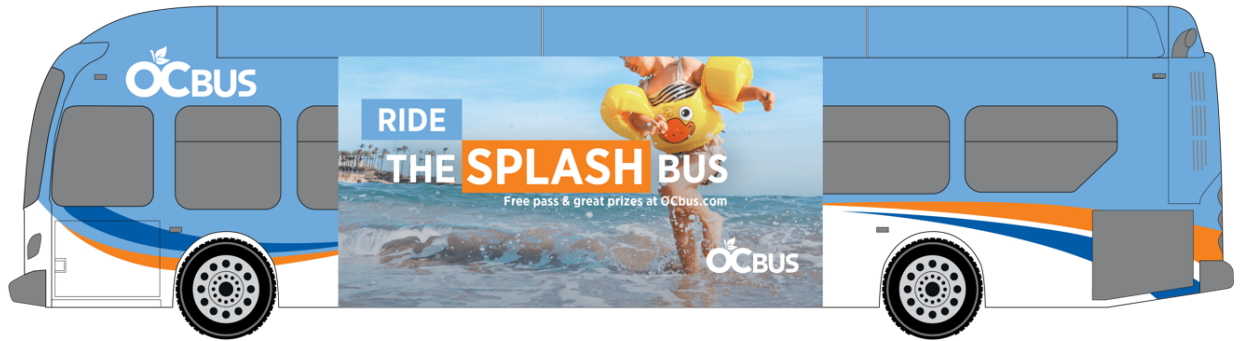
16 Likes

Like Comment Share

# Campaign Kings and Super Kings adorned OC Buses



OC Buses served as rolling billboards.



# Ride the "Blank" Bus messages convey the benefits of riding



Flexible messaging made the campaign refreshing and sustainable. Simple modifications to tone, subject or content enable targeting of new riders.



# Targeted billboards reached high-potential riders in key markets



The Ride the "Blank" Bus campaign promoted specific lines in potentially high ridership areas of Orange County.



# Campaign marketed destinations and positively positioned OC Bus



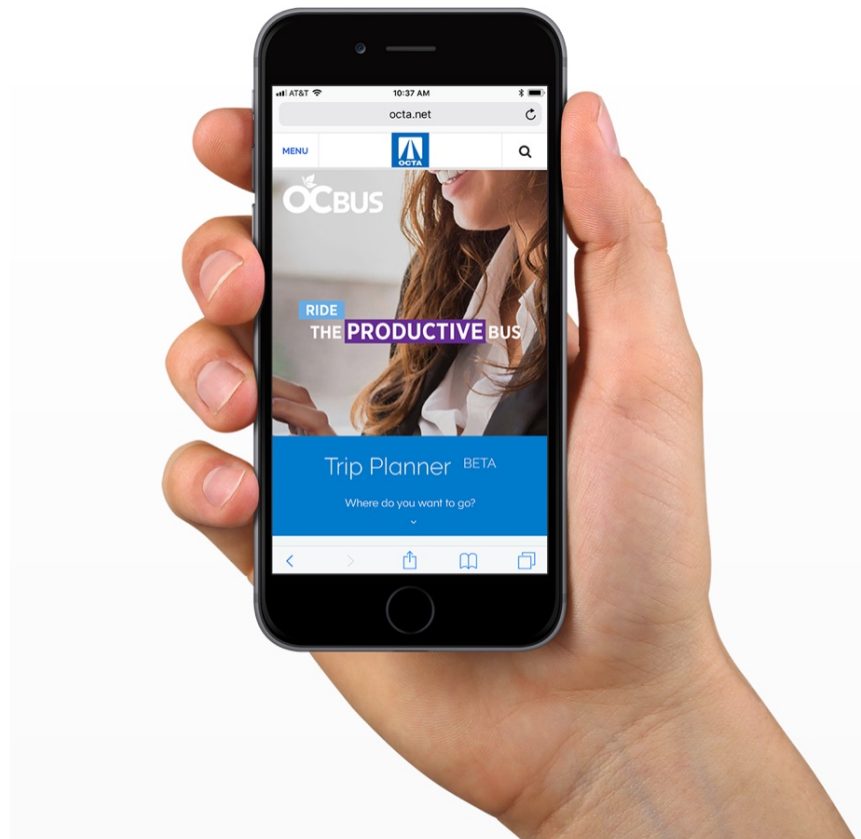
The campaign featured what is best about the OC and OC Bus.



# Ride the "Blank" Bus campaign seamlessly went mobile



All creative materials were designed to work seamlessly in a mobile platform.





# Cool giveaways were produced to extend the OC Bus brand



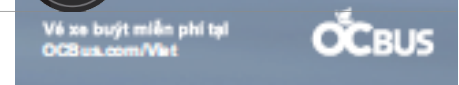
In addition to free-ride offers, branded merchandise was offered as part of online promotions.



# The campaign was produced in multiple languages and platforms



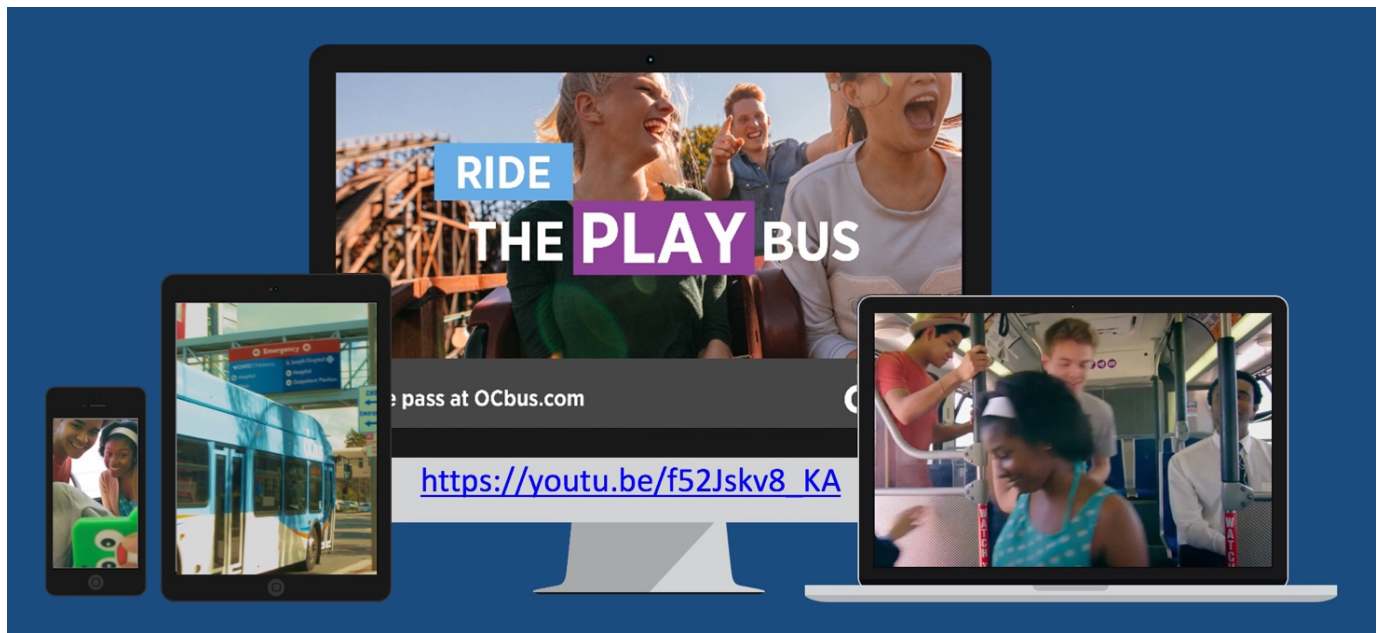
The campaign targeted high potential diverse market segments using multiple media channels (radio, cable, billboards, local publications, etc.), direct marketing and a variety of languages common to Orange County.



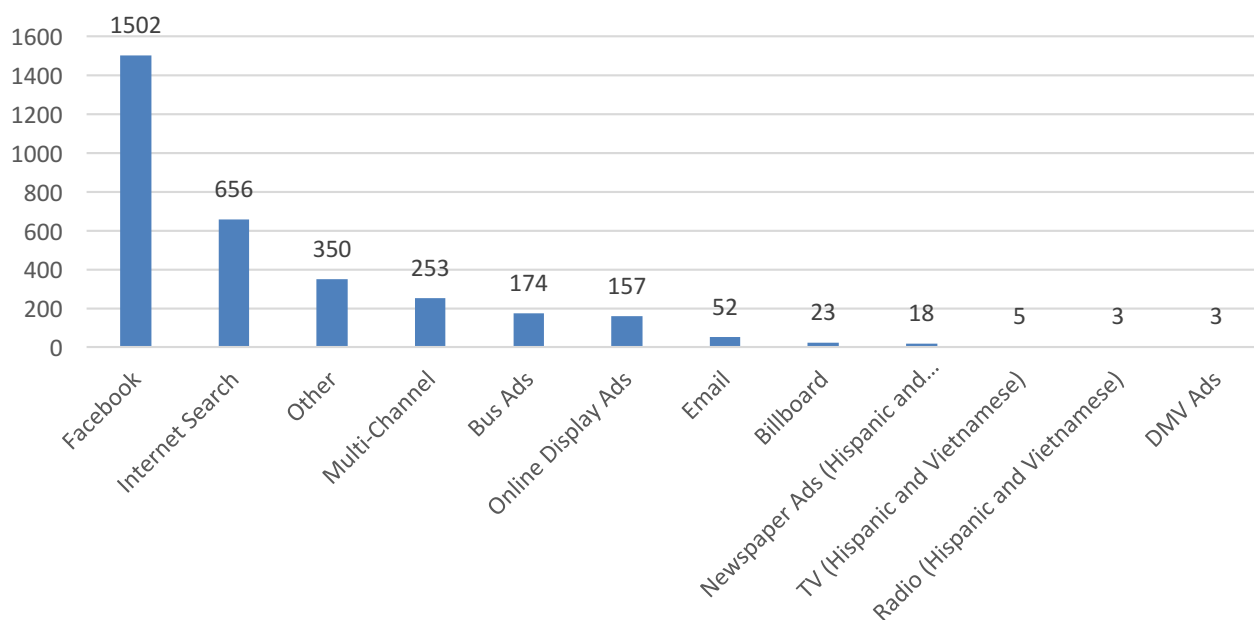
# Videos and radio was produced for cable television, radio and YouTube



A variety of multi-media, multi-language ads, including video, radio, digital and direct were created to reach a diverse market .



How did you hear about this promotion?



# The Ride the "Blank" Bus campaign harnessed the power of influence



OC influencers were asked to Ride OC Bus with incredibly positive results.

FAMILY, FAMILY TRAVEL, ORANGE COUNTY, QUEEN BEE

## 5 Awesome Reasons To Ride OC Bus With Your Kids

Angela Camacho Oct 23, 2017 4 Comments



Do you ride on the bus with your kids? If not you should!

When I was teenager, I often traveled in and around Orange County on the public bus with my friends. We would travel to South Coast Plaza for shopping, head to Newport Beach for a swim, go to Downtown Santa Ana for authentic Mexican food, or travel to Tewinkle Park to hang with our friends. We were carefree and loved to get around town to explore. Over the years, I have learned that our public transportation has great value, and is a great service worth teaching my

Kristen Howerton added 11 new photos — with OC Bus. October 14 · Paid · 🌐

At some point I had about 15 kids at the house and we decided on a little adventure ... taking the OC Bus to get ice cream. Such a fun and random afternoon with this crazy bunch.

<http://www.rageagainststhemivan.com/.../our-weekend-oc-bus-a-...>



Like Comment Share

You and 193 others

Top Comments

3 Shares

5 Comments

Write a comment...

- Josh T. Young I know where that is! Glad you had fun! Like · Reply · November 2 at 4:06pm
- Alexandra Cooke Oh we LOVE afters. #milkybunlife Like · Reply · October 14 at 8:56pm · Edited
- Stephanie Normand What a great idea! #oclawnfairy Like · Reply · November 12 at 9:00pm
- Florist NZ sweet Like · Reply · October 14 at 10:36pm
- Colleen Freeman You are a very brave woman! Like · Reply · October 14 at 10:12pm

Queen Bee Latina added 6 new photos — with OC Bus. October 14 at 9:12am · Mission Viejo · Paid · 🌐

Do you use public transportation? If not, you should! My car is in the shop and I decided to take advantage of our awesome public transportation, and go on an adventure with my kids. I spent a lovely stress free afternoon with my family, and let OC Bus do all the driving! It was so nice to immerse ourselves into our community, get fresh air, and save on gas. We had a blast and we would definitely do it again! 🌟🇺🇸🇨🇦 #GoOCTA #OCBusPartner #CamachoAdventure



Like Comment Share

18

Chronological

2 Shares

2 Comments

Rosa Saldaña Barela I took the bus back in the days in high school and college...need to try it out again!! Like · Reply · 1 · October 16 at 6:54pm

1 Reply



kristenhowerton · Follow Paid partnership with rideocbus Afters Ice Cream

kristenhowerton Our @rideocbus adventure yesterday landed us at @aftersicecream. And then we walked over to @socialcostamesa so the adults could get a drink (yay for not driving) and a requisite shot in front of the Good Vibes sign at @thunderkingcoffeebar. thunderkingcoffeebar How fun!

172 likes

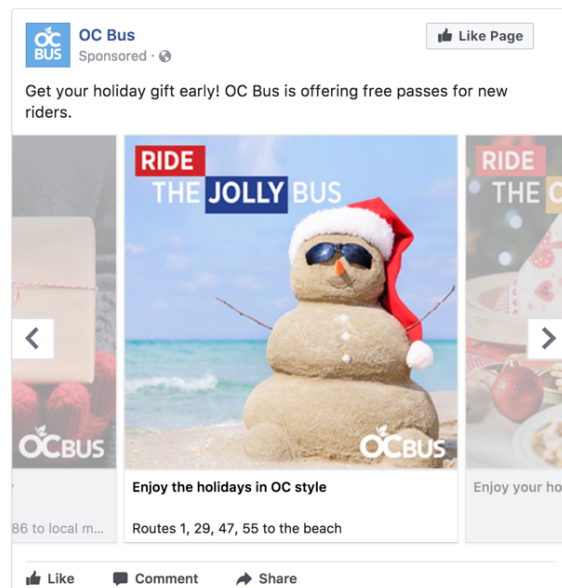
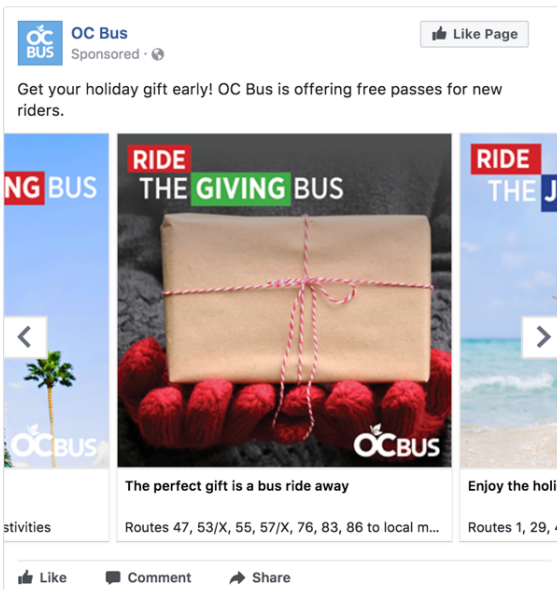
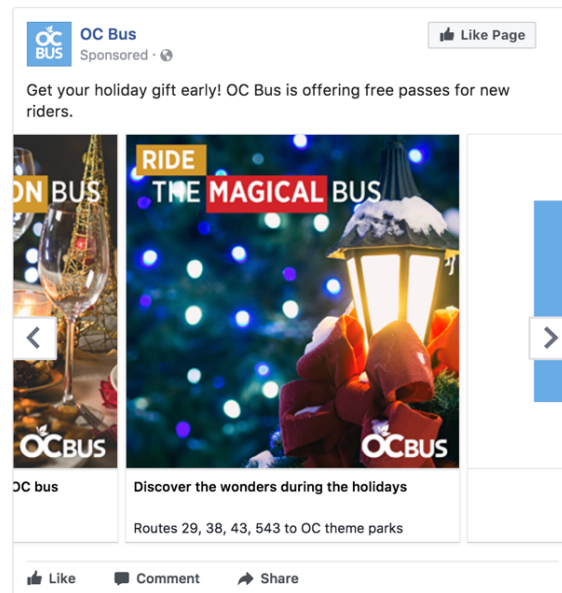
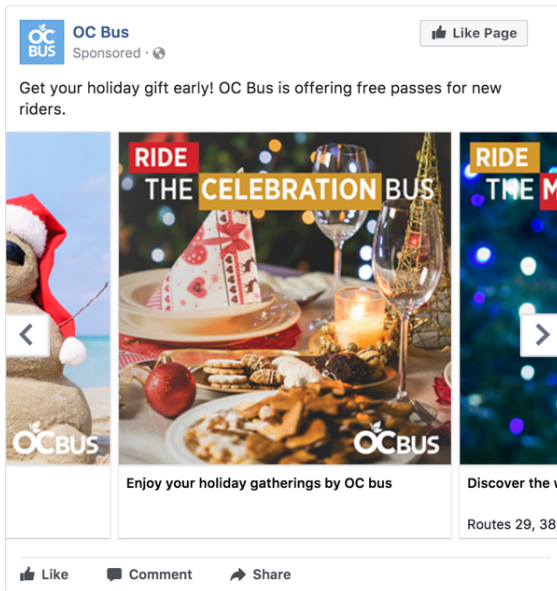
OCTOBER 15

Add a comment...

# New Facebook carousel ads are just in time for the holidays




A wide variety of digital marketing and social media strategies are used to evolve the flexible campaign to celebrate all the benefits of OC Bus – even during the holidays. Rotating messages optimize communications.



# The Ride the "Blank" Bus campaign included students



Ride the Bus targeted students at local schools and colleges.




**Ride**  
**THE STUDY BUS**

SERVING CSUF | ROUTES 24, 26, 57

Less than \$1 a day with UPass!

Save money, avoid parking hassles, and travel OC all day anywhere for less.  
Get your UPass today at the Parking and Transportation Services office.



[OCbus.com/Upass](http://OCbus.com/Upass)

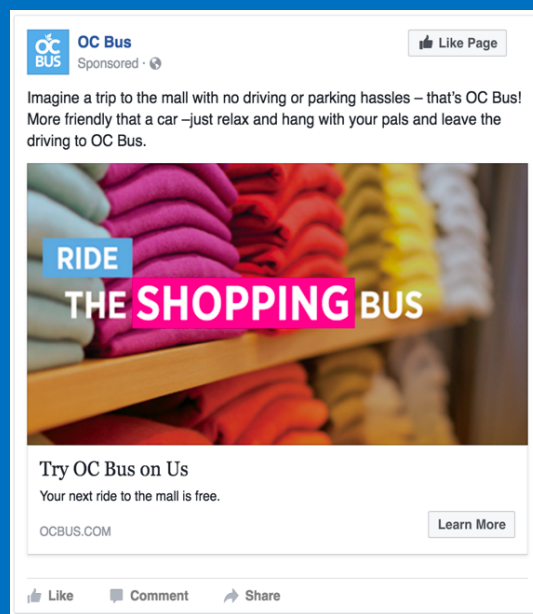
The complex block is a promotional graphic for the "Ride the Study Bus" campaign. It features a photograph of a young man with headphones on a bus, looking at a laptop. The text is overlaid on the image and a blue background at the bottom. The main headline is "Ride THE STUDY BUS", with "Ride" in a blue box and "THE STUDY BUS" in white text on an orange background. Below the photo, it says "SERVING CSUF | ROUTES 24, 26, 57". The bottom section has a blue background with the headline "Less than \$1 a day with UPass!" and a sub-headline: "Save money, avoid parking hassles, and travel OC all day anywhere for less. Get your UPass today at the Parking and Transportation Services office." At the bottom left is the OCBUS logo, and at the bottom right is the website URL "OCbus.com/Upass".

# Engaging campaign produces amazing results



Over five million digital impressions netted over seven thousand potential new riders.

## 5.5 Million Impressions



## 12,629 Total Respondents

## 7,378 New Prospects

# Ride the Bus Campaign



## **New bus branding campaign**

- Promotes reasons to ride
- Markets destinations
- Celebrates the riders
- Makes OC Bus cool

## **Seasonal Flights**

- Summer Destinations
- Fall Commuters
- Winter Activities
- Spring Diverse Communities

## **Supports OC 360 efforts**

- Promotes improved service
- Drives people to OCBUS.com
- Promotes customer apps

## **Extensive digital campaign**

- Facebook

## **Branded Landing Page**

- Engaging web platform

## **Multi-Cultural Cable TV Spots**

- Hispanic
- Instagram

## **DMV Ads**

- Ride the "Blank" Bus slide show

## **Radio**

- Spanish
- Vietnamese

## **Enhanced Social Media**

- Facebook
- Instagram

## **Billboards**

- In targeted, high-potential ridership areas

## **Bus advertising**

- King ads
- Ultra super kings

## **Influencer Marketing**

- Millennial families
- Hispanic communities
- Asian communities
- Destinations

## **Multiple Languages**

- Spanish; Chinese; Vietnamese

## **Branded Promotional Items**

- T-Shirts
- Tote Bags
- Hats

## **Free Ride Offer**

- Two free day passes for new riders
- Chance to win a monthly pass for current riders