

2019 AdWheel Award Submission

Best Marketing and Communications
Educational Effort: Electronic Media



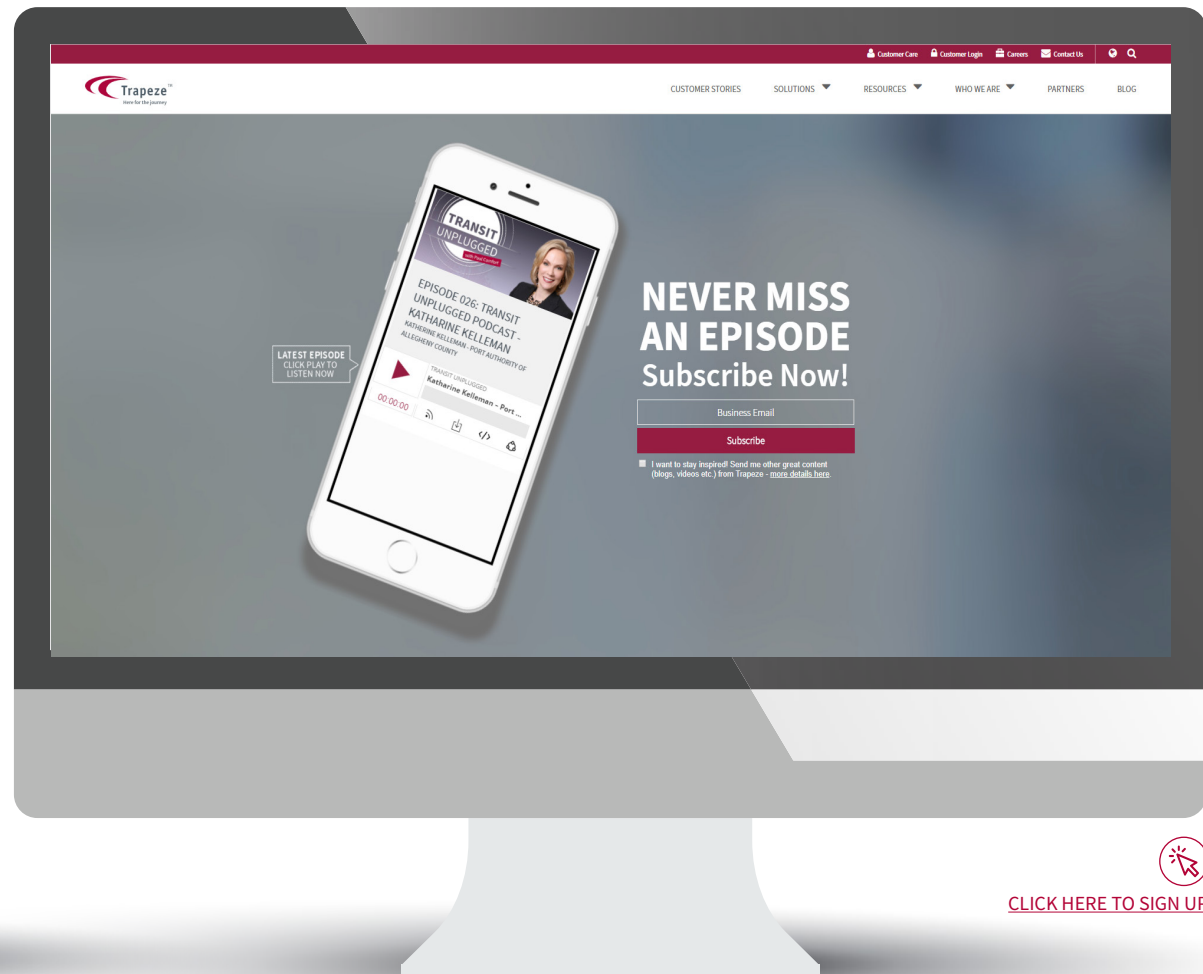
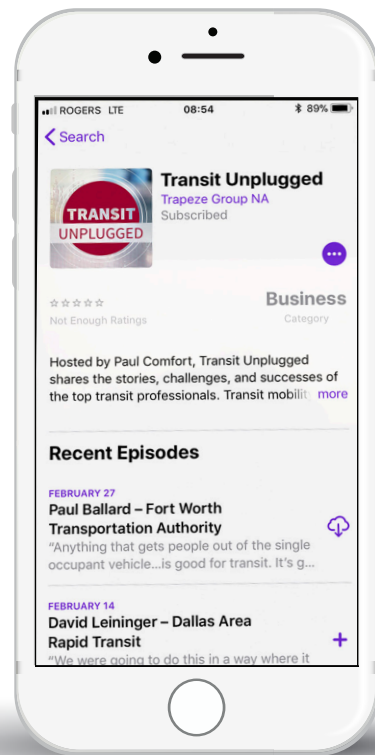
Submitted By:
Trapeze Group | 905-629-8727



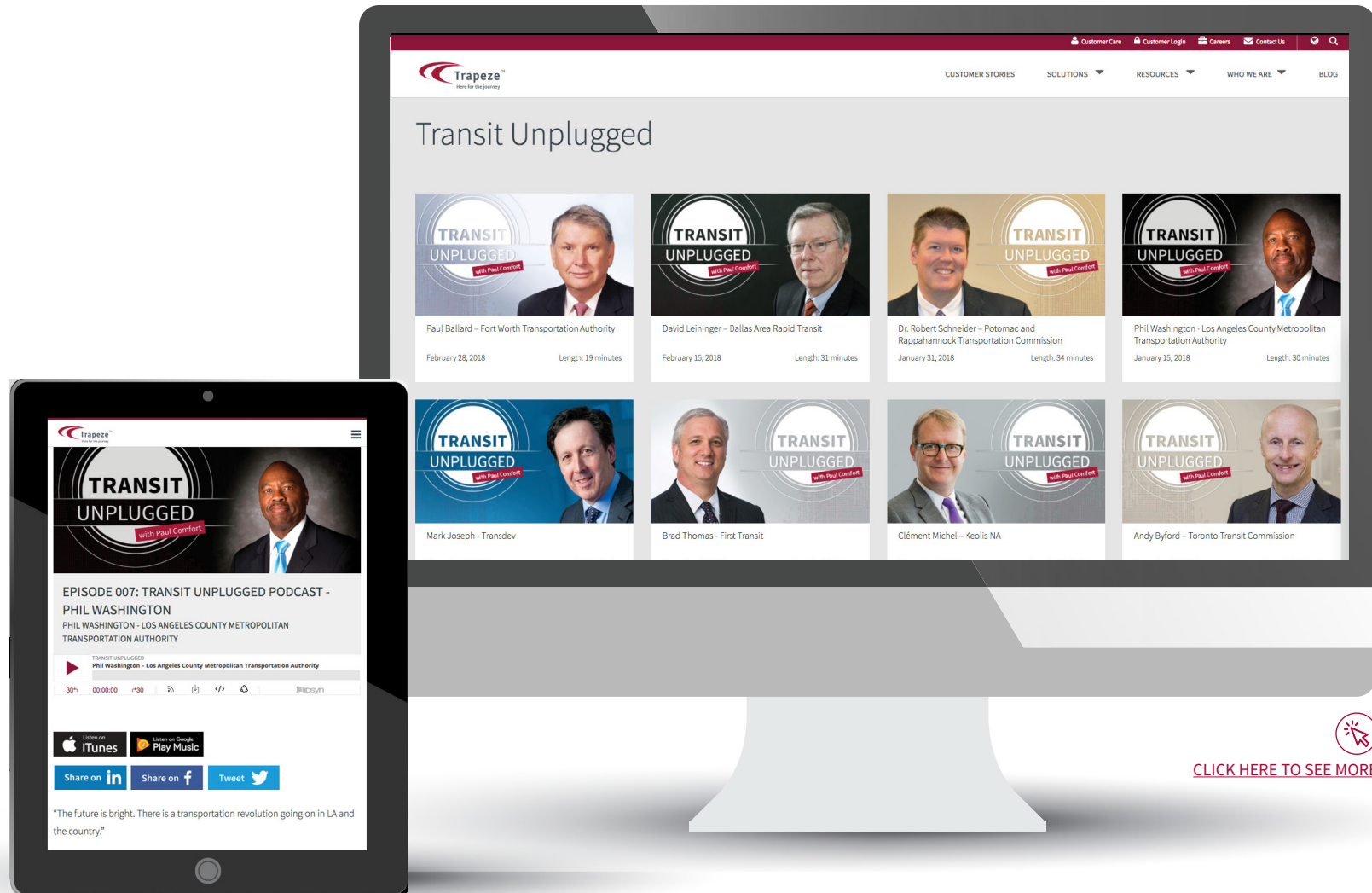
Trapeze launched Transit Unplugged to enable transit enthusiasts to hear from those that were previously inaccessible to them:

North America's transit C-suite

transitunplugged.com




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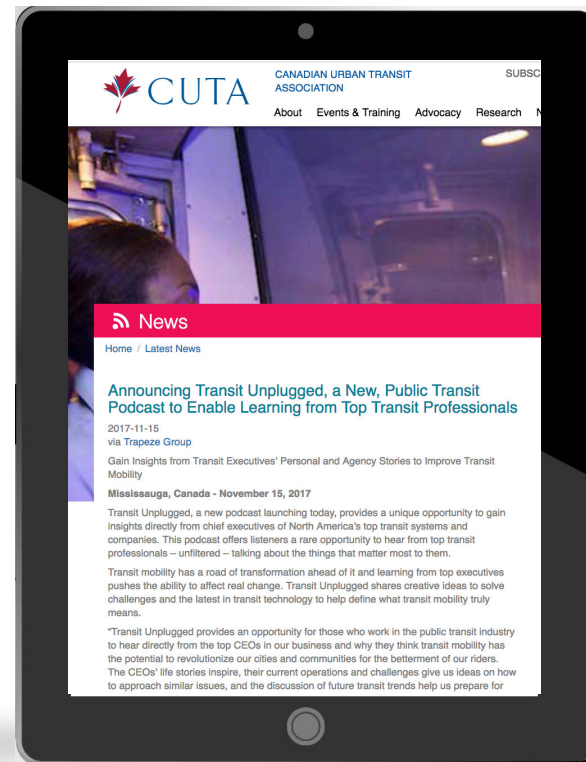


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Transit Unplugged had a successful launch on Nov 15, 2017, with two episodes, and a multi-channel marketing approach: **a blog, a social campaign, and a press release** (which got picked up by two industry publications – Mass Transit and CUTA).

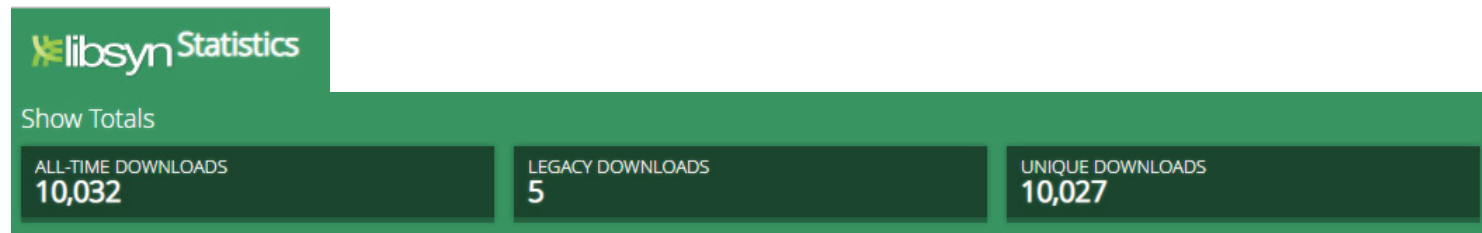


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Transit Unplugged Analytics



376

UNIQUE DOWNLOADS PER
EPISODE (AVERAGE)

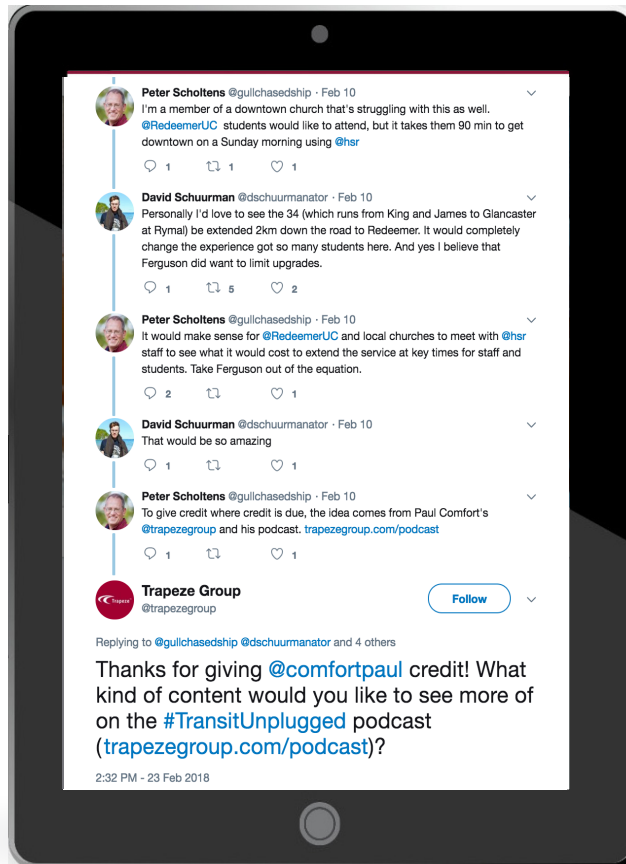
10,000+

UNIQUE DOWNLOADS
FOR THE SHOW

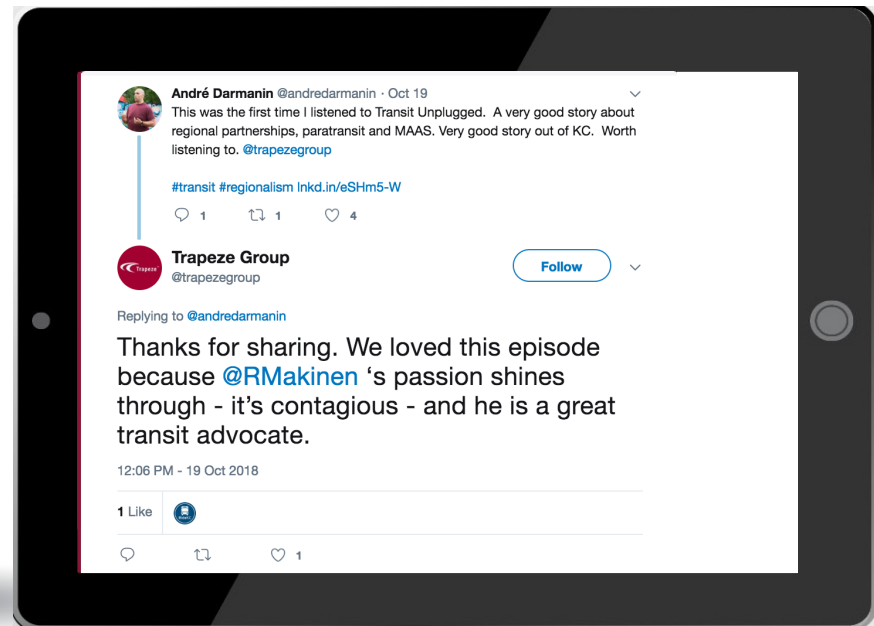
53

SUBSCRIBERS WITHIN
THREE MONTHS OF
LAUNCHING OUR E-MAIL
SUBSCRIPTION FOR THE
PODCAST. (LAUNCHED IN
LATE AUGUST 2018)

Transit Unplugged Social Media Interactions



[CLICK HERE TO VIEW TWEET](#)



[CLICK HERE TO VIEW TWEET](#)

Transit Unplugged Agencies Sharing the Love



Even More Sharing Transit Unplugged:

- [Keolis](#)
- [AECOM](#)
- [The Rapid](#)
- [Transdev NA](#)