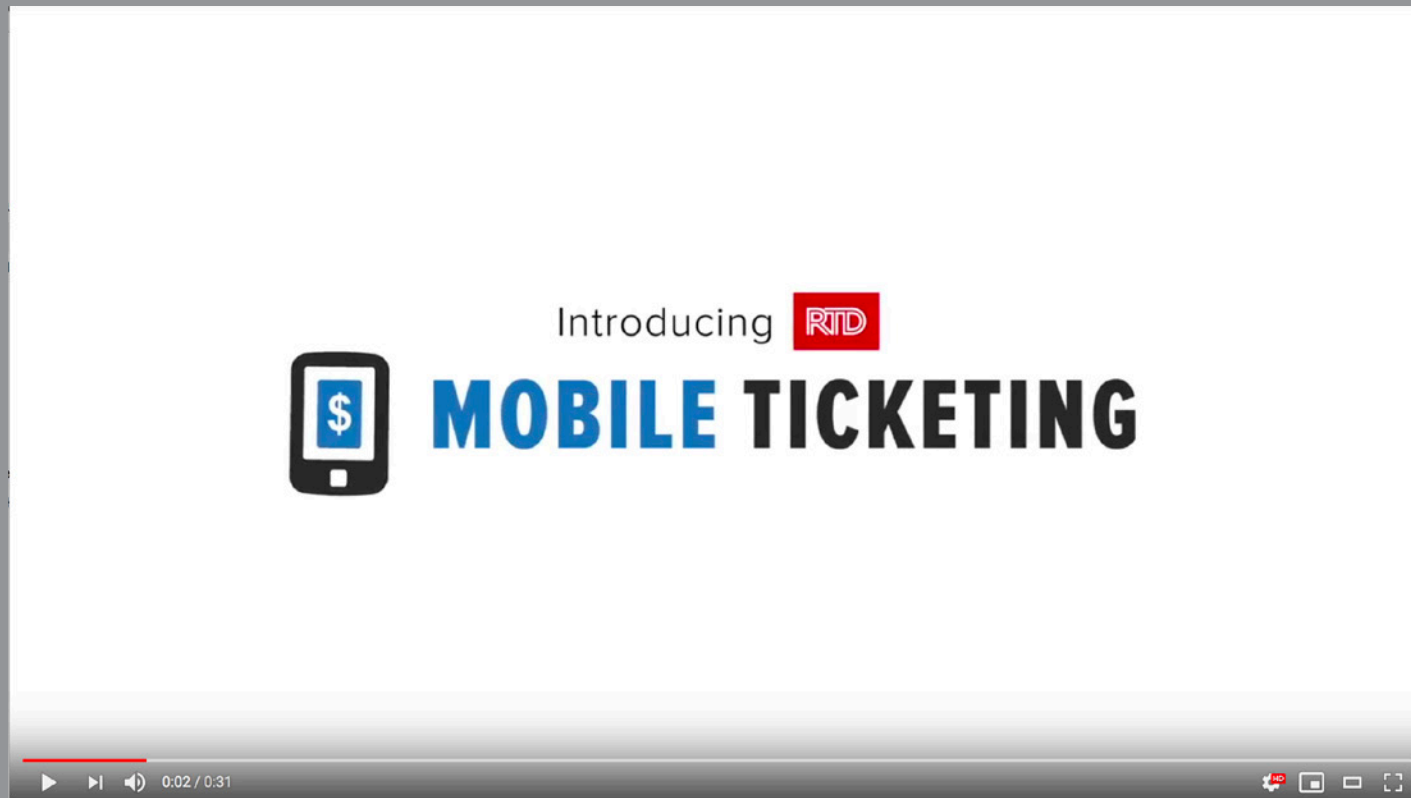


Mobile Ticketing

2B Electronic Media



In 2017, RTD launched its Mobile Ticketing app to introduce free payment by phone. In tandem, we produced a motion graphics video to walk customers through how easy it was to pay by phone. To maximize reach through various digital advertising channels, the promotional video was created in both :15 and :30 durations. Together the videos received almost 13,000 views.

30-Second Youtube Ad-<https://www.youtube.com/watch?v=bUbX4cvfv7Y>

15-Second Social Media Ad-<https://www.youtube.com/watch?v=o4p6KHUKfUg>