

# RTD Image Campaign

2G Comprehensive Campaign

## Safety

Print Ads

### WE'VE GOT YOUR BACK

More than 400 police and security officers are keeping you safe on bus and rail



To learn more about how RTD keeps you safe, visit [rtd-denver.com/ridewithus](http://rtd-denver.com/ridewithus).



safely connecting your city

### GETTING YOU HOME SAFELY. 37 YEARS. 0 ACCIDENTS.

Jerome is one of more than 660 accident-free drivers with more than 300 hours of training to keep you safe.



To learn more about how RTD keeps you safe, visit [rtd-denver.com/ridewithus](http://rtd-denver.com/ridewithus).



safely connecting your city

Marketing research identified shared values that customers and our target audiences value most when making decisions to ride RTD including Safety, Reliability, and Affordability/Value. An image campaign launched in a phased run highlighting each of the core values starting with Safety.

# Safety

## On-Vehicle Advertising



The safety ads, featuring actual employees, highlighted attributes of our service that contribute to customer feelings of personal safety.

# Safety

## On-Vehicle Advertising

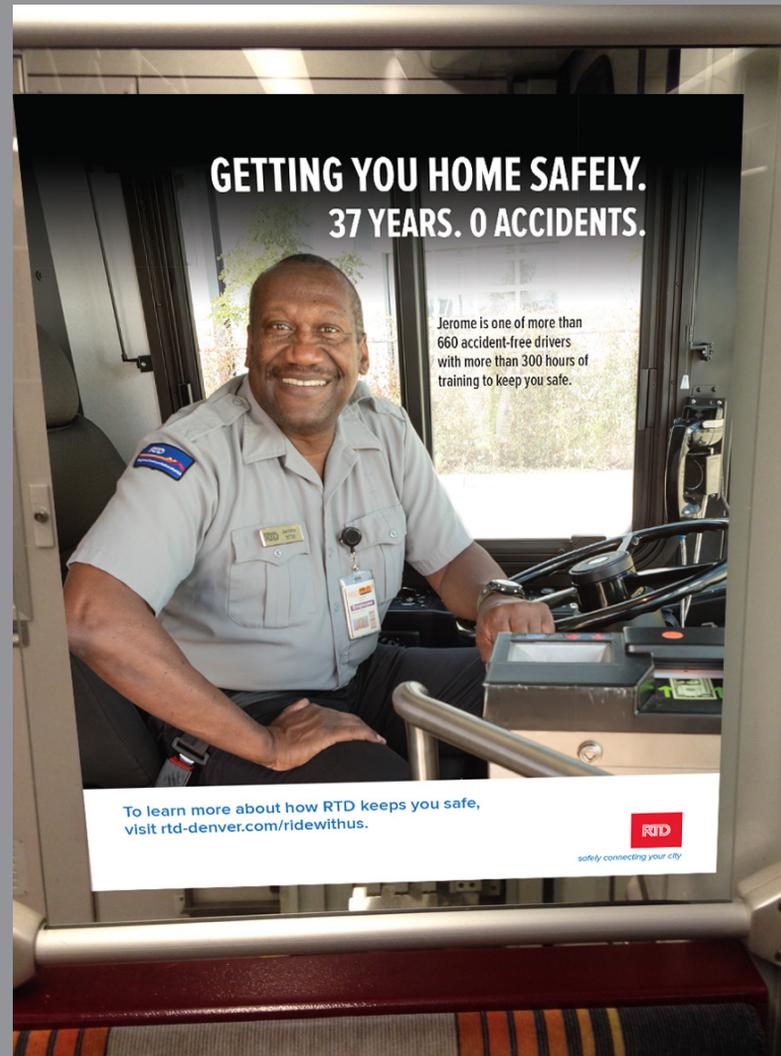


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safely connecting your city



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**RTD**  
safely connecting your city

A combination of print ads, onboard advertising, and digital advertising resulted in nearly 8 million impressions for the safety messaging.

# Safety

## Digital Advertising

Issue 7G, involving language that would loosen Taxpayer's restrictions on the Urban Drainage and Flood Control District; Ordinance 302, a .08 percent tax hike to fund programs and education programs.

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more details on all of the Denver ballot measures.

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File photo

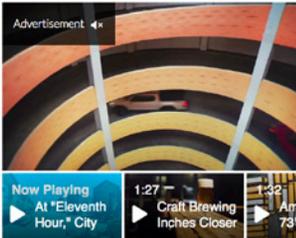
Measure 2A

93,779 votes

Colorado Election Results 2018: Polls, the Blue Wave and the Power of TABOR

Construction Firms, Realtors Give \$4M-Plus to Prop 110 Transportation Measure

Broncos Fans on Twitter Rip the Team for Finding a New Way to Choke vs. Texans



Powered by WibiLITZ



### South Colorado Boulevard

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Sit in the soothing contemporary interior of the Clyfford Still Museum.

Leanne Goebel

**Clyfford Still Museum**  
1250 Bannock Street

With plenty of art to keep you company, who needs a plus-one to go to a museum? Denver's Clyfford Still Museum is one of those small, serene spaces, right in Denver's Golden Triangle. The institution is dedicated to showcasing the life and work of its abstract-expressionist namesake. *Smithsonian* magazine called it "among the best art museum experiences anywhere."



Free for All: The Five Best Free Events This Week

Colorado Creatives: Sarah Bowling

Denver Film Festival 2018 Weekend One Review: Flat Earth Mayhem!

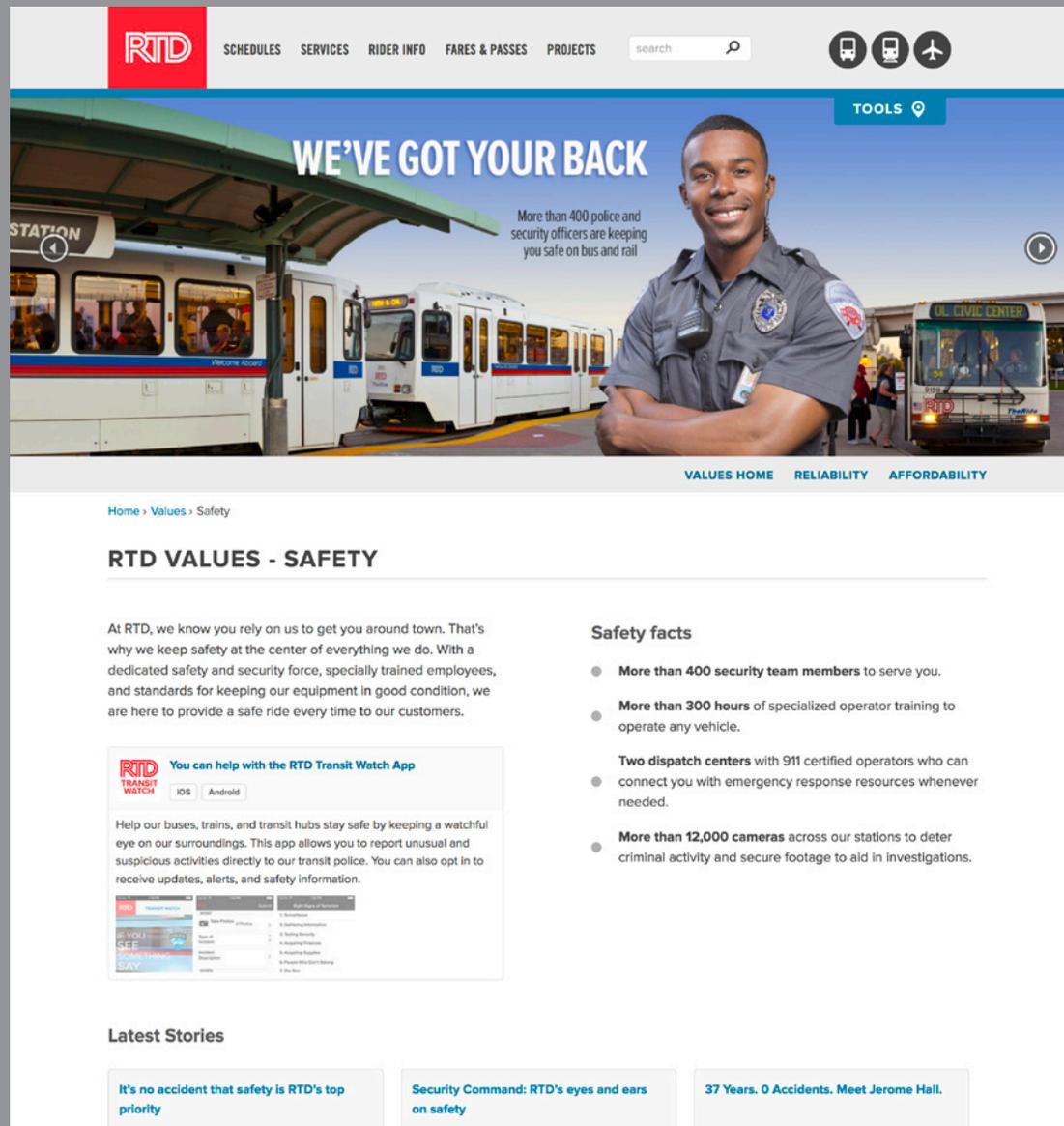
ADVERTISEMENT

**WE'VE GOT YOUR BACK**  
over 400 officers keeping you safe



Powered by WibiLITZ

# Safety Webpage



The screenshot shows the RTD Safety Webpage. At the top, there is a navigation bar with the RTD logo, links for SCHEDULES, SERVICES, RIDER INFO, FARES & PASSES, and PROJECTS, a search bar, and icons for bus, train, and plane. Below the navigation bar is a large hero image featuring a smiling police officer in uniform standing in front of RTD buses and a train. The text "WE'VE GOT YOUR BACK" is prominently displayed, along with a sub-headline: "More than 400 police and security officers are keeping you safe on bus and rail". A "TOOLS" button with a location pin icon is also visible. Below the hero image is a secondary navigation bar with links for VALUES HOME, RELIABILITY, and AFFORDABILITY. The main content area has a breadcrumb trail: Home > Values > Safety. The section is titled "RTD VALUES - SAFETY".

Home > Values > Safety

## RTD VALUES - SAFETY

At RTD, we know you rely on us to get you around town. That's why we keep safety at the center of everything we do. With a dedicated safety and security force, specially trained employees, and standards for keeping our equipment in good condition, we are here to provide a safe ride every time to our customers.

**RTD TRANSIT WATCH** You can help with the RTD Transit Watch App

iOS Android

Help our buses, trains, and transit hubs stay safe by keeping a watchful eye on our surroundings. This app allows you to report unusual and suspicious activities directly to our transit police. You can also opt in to receive updates, alerts, and safety information.



### Safety facts

- **More than 400 security team members** to serve you.
- **More than 300 hours** of specialized operator training to operate any vehicle.
- **Two dispatch centers** with 911 certified operators who can connect you with emergency response resources whenever needed.
- **More than 12,000 cameras** across our stations to deter criminal activity and secure footage to aid in investigations.

### Latest Stories

**It's no accident that safety is RTD's top priority**

**Security Command: RTD's eyes and ears on safety**

**37 Years. 0 Accidents. Meet Jerome Hall.**

Each phase of the campaign was expanded and detailed on its own page within our "Image" microsite.

# Reliability

Print Ads



## WE'LL GET YOU THERE

People count on us for over  
100 million rides each year.

To learn more about riding RTD,  
visit [rtd-denver.com/ridewithus](http://rtd-denver.com/ridewithus)



*safely connecting your city*



## WE'LL GET YOU THERE

in any kind of weather

To learn more about riding RTD,  
visit [rtd-denver.com/ridewithus](http://rtd-denver.com/ridewithus)



*safely connecting your city*

Reliability took center stage in the next phase of the series run. Utilizing the same marketing channels as the safety ads, reliability brought in 5.5 million impressions, with ads detailing why and how people can count on RTD service.

# Reliability

## On-Vehicle Advertising



**WE'LL GET YOU THERE**  
People count on us for over  
100 million rides each year.

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**RTD**  
safety connecting your city



**WE'LL GET YOU THERE**  
in any kind of weather

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**RTD**  
safety connecting your city



**WE'LL GET YOU THERE**  
People count on us for over 100 million  
rides each year.

**ON-THE-JOB  
EMPLOYEE HEALTH SERVICES  
PHYSICAL EXAMS & DRUG TESTING**

**LOCAL TEAM. EXPERT CARE.**  
303.531.4144

**RTD**  
rtd-denver.com/ridewithus

# Reliability

## Digital Advertising

### Boulevard

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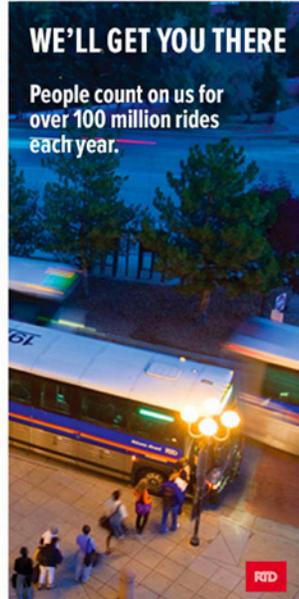
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ADVERTISEMENT



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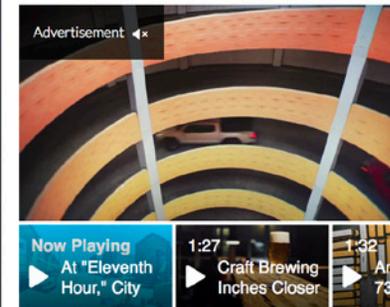
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# Reliability Webpage

[SCHEDULES](#) [SERVICES](#) [RIDER INFO](#) [FARES & PASSES](#) [PROJECTS](#)

[TOOLS](#)

[VALUES HOME](#) [SAFETY](#) [AFFORDABILITY](#)

[Home](#) > [Values](#) > Reliability

## RTD VALUES - RELIABILITY

Reliability is important to our customers. That's why we go the distance to make sure we are delivering quality service that meets your expectations every time you ride our buses and trains. Whether it's travel time, frequent service, cost savings, or just knowing we've got your back, we work hard to maintain your trust and provide consistent and reliable service every day.

### Reliability Facts

- Bus and rail service that covers over **2,300** square miles
- Over **9,050** bus stops, placed with convenient access to keep you moving.
- Service from **80** park-n-rides to minimize stops and transfers
- Routes with frequent stops to get you closer to your final destination
- Routes with limited stops to get you there faster
- Real time information through Next Ride, to reduce wait times and so you know when your bus or train will arrive.
- Routes with such frequent service, you don't need a schedule
- Service that travels in dedicated lanes or tracks to avoid traffic
- Proactive maintenance to prevent breakdowns
- Customer Care center when you need a helping hand

### Latest Stories

[Drones support increased reliability for light rail passengers](#)

[RTD's cold weather prep makes its service more reliable](#)

# RTD Image Campaign

2G Comprehensive Campaign

## Affordability

Print Ads

“ I take three trips a day,  
but not every day, so I use the  
**Day Pass.** ”



Visit [rtd-denver.com](http://rtd-denver.com) to find your fare  
and plan your trip.



“ I work at the airport, so I use the  
**Regional/Airport  
Monthly Pass.** ”



Visit [rtd-denver.com/ridewithus](http://rtd-denver.com/ridewithus)  
to find your fare.



The Affordability phase utilized the customer perspective to promote RTD's array of fare options.

# Affordability

## On-Vehicle Advertising



# Affordability

## On-Vehicle Advertising

“ I take three trips a day,  
but not every day, so I use the  
**Day Pass.** ”



Buy your ticket on the new  
mobile app. Ride as much as you  
want in a day for one low price.  
\$5.20 local  
\$9 regional/airport

Visit [rtd-denver.com/ridewithus](http://rtd-denver.com/ridewithus)  
to find your fare.



“ I work at the airport, so I use the  
**Regional/Airport  
Monthly Pass.** ”



It pays for itself  
after the first 19 days  
and you can ride all  
RTD services too.  
**\$171/month**

Visit [rtd-denver.com/ridewithus](http://rtd-denver.com/ridewithus)  
to find your fare.



# Affordability Digital Advertising

Issue 7G, involving language that would loosen Taxpayer's restrictions on the Urban Drainage and Flood Control District; Ordinance 302, a .08 percent tax hike to fund programs and education programs.

Initiated Ordinance 300, which calls for a .08 percent tax to cover College Affordability Fund, as the only measure in the hole. But the deficit is only 430 votes out of more than 150,000

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"I use the **Day Pass**"



## South Colorado Boulevard

Mark achievement of any independent introvert? Summoning the courage to head to a movie alone. Chez Artiste is an unassuming indie gem on the south side of town. Almost never full, this is the perfect spot to find your favorite independent, foreign or avant-garde flick without having any interactions with others.



Sit in the soothing contemporary interior of the Clyfford Still Museum.

Leanne Goebel

## Clyfford Still Museum 1250 Bannock Street

With plenty of art to keep you company, who needs a plus-one to go to a museum? Denver's Clyfford Still Museum is one of those small, serene spaces, right in Denver's Golden Triangle. The institution is dedicated to showcasing the life and work of its abstract-expressionist namesake. *Smithsonian* magazine called it "among the best art museum experiences anywhere."

Free for All: The Five Best Free Events This Week

Colorado Creatives: Sarah Bowling

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The 2018 Volkswagen

**Golf GTI**

2.0T SE

Price: \$31,570

Stock #: 183002

VIN: JFVWA47A4M250241

[FIND OUT MORE](#)

[View key info](#)



Tynan's Volkswagen  
Aurora, CO



"Monthly Pass is for me."



"I take three trips a day, but not every day, so I use the **Day Pass.**"

# Affordability Fare Chart

**RIDE**

## THE WAY YOU WANT

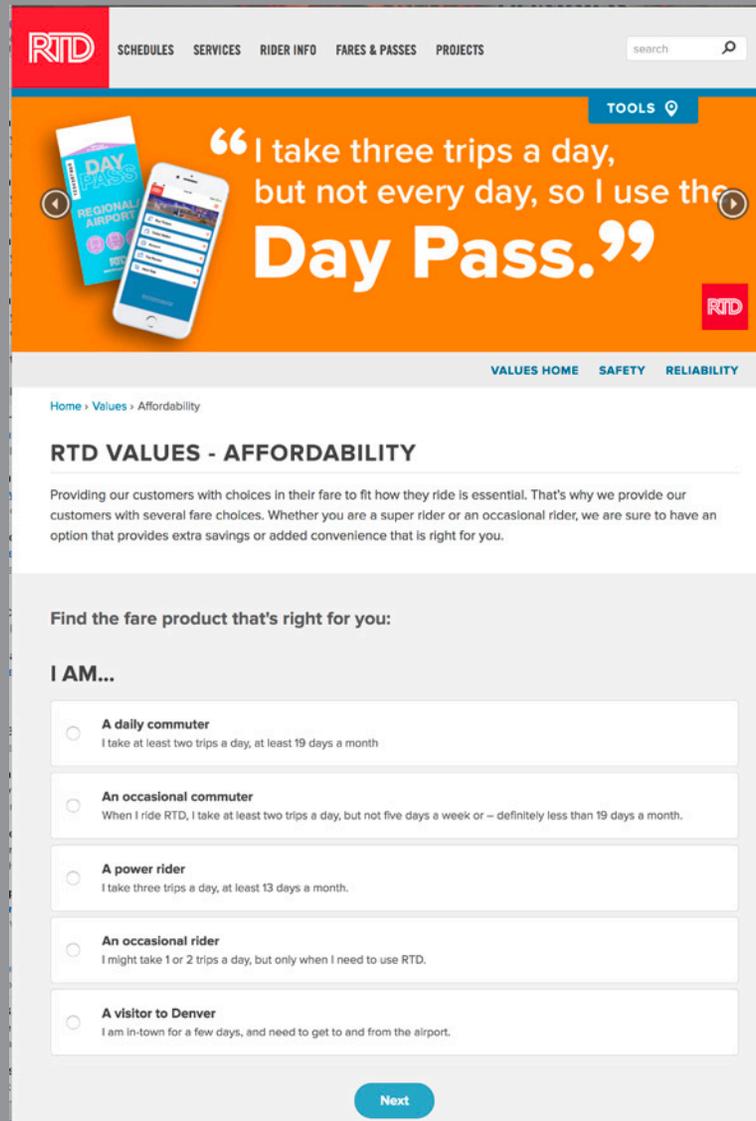
Whether you ride the bus and train every day, once in a while, or somewhere in between, we've got the right fare option for you.

Fare Option	Description	Local	Regional/Airport
<b>DAY PASS</b>	Ride as often as you want in a single day.	\$4.20	\$9
<b>10 RIDE TICKET BOOK</b>	Take 10 one-way trips whenever you want.	\$23.90	\$49.50
<b>MONTHLY PASS</b>	Ride as often as you want all month long.	\$98	\$171
<b>MYRIDE CARD</b>	Pay as you go with a pre-loaded fare card.	\$2.25	\$4.25

Find your best fare option at [rtd-denver.com/fares](http://rtd-denver.com/fares)

As part of the Affordability phase, we developed a visual fare chart outlining our most popular fare options with attributes and pricing.

# Affordability Webpage



The screenshot shows the RTD website's 'Affordability' page. At the top, there is a navigation bar with the RTD logo and links for SCHEDULES, SERVICES, RIDER INFO, FARES & PASSES, and PROJECTS. A search bar is located on the right. Below the navigation bar is a large orange banner featuring a quote: "I take three trips a day, but not every day, so I use the Day Pass." The quote is accompanied by an image of a 'DAY PASS REGIONAL AIRPORT' and a smartphone displaying the RTD app. A 'TOOLS' button with a location icon is in the top right of the banner. Below the banner is a secondary navigation bar with links for VALUES HOME, SAFETY, and RELIABILITY. The main content area starts with a breadcrumb trail: Home > Values > Affordability. The section title is 'RTD VALUES - AFFORDABILITY'. The text below explains that RTD provides fare choices to fit customer needs, whether they are frequent or occasional riders. A section titled 'Find the fare product that's right for you:' leads to a quiz titled 'I AM...'. The quiz has five radio button options: 'A daily commuter' (at least two trips a day, at least 19 days a month), 'An occasional commuter' (at least two trips a day, but not five days a week or less than 19 days a month), 'A power rider' (three trips a day, at least 13 days a month), 'An occasional rider' (1 or 2 trips a day, only when needed), and 'A visitor to Denver' (in-town for a few days, need to get to and from the airport). A 'Next' button is at the bottom of the quiz.

RTD SCHEDULES SERVICES RIDER INFO FARES & PASSES PROJECTS search

TOOLS

“I take three trips a day, but not every day, so I use the Day Pass.”

VALUES HOME SAFETY RELIABILITY

Home > Values > Affordability

## RTD VALUES - AFFORDABILITY

Providing our customers with choices in their fare to fit how they ride is essential. That's why we provide our customers with several fare choices. Whether you are a super rider or an occasional rider, we are sure to have an option that provides extra savings or added convenience that is right for you.

Find the fare product that's right for you:

### I AM...

- A daily commuter**  
I take at least two trips a day, at least 19 days a month.
- An occasional commuter**  
When I ride RTD, I take at least two trips a day, but not five days a week or – definitely less than 19 days a month.
- A power rider**  
I take three trips a day, at least 13 days a month.
- An occasional rider**  
I might take 1 or 2 trips a day, but only when I need to use RTD.
- A visitor to Denver**  
I am in-town for a few days, and need to get to and from the airport.

Next

To enhance the customer experience, we developed an online fare calculator that helped identify options based on customer riding patterns.

# Metrics

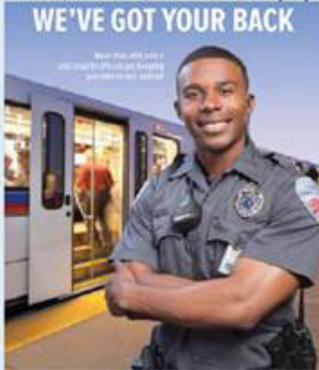


## 2017-2018 Image Strategy Performance: Marketing

Execute a marketing campaign to increase awareness of the RTD brand pillars. Humanize RTD through imagery and messages.

### Creative: We've Got Your Back

Print, Outdoor, and Online Display



To learn more about how RTD keeps you safe, visit [rtd.denver.com/rtdwevegotyourback](http://rtd.denver.com/rtdwevegotyourback).

1,290,179  
Total Impressions  
615,510  
Print Impressions  
674,669  
Digital Impressions  
646  
Clicks  
0.10%  
CTR%  
\$ 4.80  
CPC

### Social Media Advertising - RTD Marketing



### Awareness Campaign

420,334  
Impressions  
201,322  
Individual (Reach)  
19,500  
Individual Retention  
971  
Clicks  
0.48%  
CTR  
\$ 2.57  
CPC

### Creative: Getting you home safely

Print, Outdoor, and Online Display



To learn more about how RTD keeps you safe, visit [rtd.denver.com/rtdwevegotyourback](http://rtd.denver.com/rtdwevegotyourback).

1,635,274  
Total Impressions  
680,843  
Print Impressions  
954,431  
Digital Impressions  
666  
Clicks  
0.07%  
CTR%  
\$ 4.66  
CPC

### Social Media Advertising - RTD Marketing



### Reach Campaign

351,575  
Impressions  
177,903  
Individual (Reach)  
N/A  
Individual Retention  
672  
Clicks  
0.38%  
CTR  
\$ 1.73  
CPC

### Campaign Cumulative

Takeaways: 3,697,362  
Impressions  
2,401,009  
Digital Impressions  
2,955  
Clicks  
0.12%  
Click Rate  
\$ 5.68  
Avg. CPC  
POSITIVE  
Tone

(1) Jerome ad had slightly less reach and engagement, but due to the media coverage, marketing was able to scale back its internal budget funding. Jerome also had much more positive feedback than ad #1 - and despite negative stories in the media at the same time as launch.

(2) Marketing produces far more impressions and reach, but less clicks when compared to PR - reinforcing the strategy of creating an integrated campaign (reach + engagement/Marketing + PR).

(3) Digital advertising continues to be the most cost-effective option, and the internal RTD team produces the same or better results as using an external vendor. Marketing may allocate more resources to bring this strategy in-house.

Metrics dashboards were created to keep track of the performance of individual advertisements. This allowed us to see which messages resonated most with audiences.

# Metrics



## 2017-2018 Image Campaign: Public Relations

Produce engaging stories that humanize RTD to share on social media, and utilize earned media channels whenever possible to increase visibility on positive RTD stories.

### Social Media: Holiday Service



4,496  
 Impressions  
 103  
 Engagement  
 165  
 Clicks  
 2.29%  
 Engagement %  
 3.67%  
 CTR  
**POSITIVE**  
 Tone

### Social Media: Cold Weather Prep



4,365  
 Impressions  
 99  
 Engagement  
 253  
 Clicks  
 2.27%  
 Engagement %  
 5.80%  
 CTR  
**POSITIVE**  
 Tone

### Campaign Cumulative

Takeaways:

**\$ 2,730.00**  
 Total Media Value  
**60,838**  
 Impressions  
**513**  
 Engagement  
**1,180**  
 Clicks  
**0.84%**  
 Engagement %  
**1.94%**  
 CTR  
**POSITIVE**

(1) Telling the RTD story is powerful. Human interest stories produce much more engagement than advertisements. All stories produced outperformed industry benchmarks for engagement.

(2) In looking at the Jerome story, the social media post from 9News achieved nearly 100% positive responses, while the story shared by RTD had a few more negative comments. Leveraging our partners to the tell the RTD helps positivity.

(3) Just one earned media story was worth more than \$9,000 and reached more than 100,000 people!

### Social Media: Drones



5,859  
 Impressions  
 157  
 Engagement  
 458  
 Clicks  
 2.68%  
 Engagement %  
 7.82%  
 CTR  
**POSITIVE**  
 Tone

### Earned Media



39,000  
 Viewership  
**\$ 2,730.00**  
 Media Value  
  
**Neutral**