

Group 3

Category: Best Marketing and Communications Educational Effort

Electronic Media (Online Video): ABC Perfect Day Video Series

Target Audience: The target audience for this entry was the general public, especially tourist and leisure travelers.

Situation Challenge: One of our goals with our “Ride On.” marketing campaign was to increase ridership for occasional riders. We decided to continue on that path and highlight the relationship between transit and tourist attractions for locals and visitors. One of the areas where the region’s transit system has capacity is during weekend and off-peak periods. By attracting customers to transit for trips outside of peak periods and their normal work week commute, we hope to increase ridership and boost revenue.

Strategy/Objective: The strategy was to narrow the information gap for people who are likely to ride transit for leisure trips by promoting the RTA Trip Planner, where users can get transit trip itineraries, real-time information and schedules for CTA, Metra and Pace. By partnering with a leading news agency in our market we hope to reach riders and promote routes to select tourist attractions.

Results/Impact: The three part video series reached over 2 million viewers, increased awareness of transit as a viable option for non-work related trips. The RTA Trip Planner and social media pages saw increased usage during the period that the video series aired. ABC Channel 7 Chicago was able to put our message in front of their engaged followers. Overall, the videos reached 8.5 million people via our combined electronic media efforts.

Why Submit: This entry successfully tackled the information gap for customers in the Chicago region. The upbeat creative manner in which the videos subtly promoted transit as an easy way to travel as a couple, family or tourist showcased the relationship between transit agencies and popular attractions in the Chicago region. The video also positioned the RTA Trip Planner as the unified one-stop shop for travel information for the region’s transit system. The underlying message of a coordinated system, as well as the success of the advertisement, makes this entry worthy of an AdWheel Award.

Links:

<http://abc7chicago.com/tag/perfect-day-chicago/>

<http://abc7chicago.com/entertainment/perfect-day-chicago-for-couples/2375404/>

<http://abc7chicago.com/entertainment/perfect-day-chicago-for-history-buffs/2375364/>

<http://abc7chicago.com/entertainment/perfect-day-chicago-for-kids/2375317/>

YouTube playlist:

https://www.youtube.com/watch?v=oPOS11n9Gho&list=PLAAJkisMKgyvsbHyRn8Y334QO_QSWVASV

Social Media Clips:

Blog post: <https://rideonrtachicago.com/2017/10/17/spend-the-perfect-chicago-day-on-public-transit/>

Flight Dates	Placement	Desktop	Tablet	Mobile	Proposed Impressions	Delivered Impressions	Clicks	CTR	Video Views	Likes, Comments, Shares	
9/6/17-10/12/17	3 Custom Produced The Perfect Chicago Day Episodes - RTA integated into each video including RTA Logo	N/A									
9/6/17-10/12/17	Custom The Perfect Chicago Day Page - RTA Branding Banners	970x90:970x250, 970x90, 300x250	728x90:728x200, 728x90, 300x250	320x50:320x200,	Fixed 100% SOV	21,926	63	0.29%	N/A	N/A	
9/6/17-10/12/17	Custom The Perfect Chicago Day Page - RTA PreRoll	:15 Video			Fixed 100% SOV	1,732	6	0.35%	N/A	N/A	
9/6/17-10/12/17	ABC7Chicago.com Homepage promotion of The Perfect Chicago Day	Not Ad Served			2,100,000	2,438,873	N/A	N/A	N/A	N/A	
9/6/17-10/12/17	ABC7Chicago.com Homepage promotion of The Perfect Chicago Day (NEW) Share Through HP	N/A				557,747	N/A	N/A	N/A	N/A	
8/30/17-9/21/21	ABC 7 Facebook, Twitter and Instagram Promotion of The Perfect Chicago Day	Not Ad Served			2,400,000	2,404,746	N/A	N/A	549,648	30,808	
8/30/17-9/21/22	ROS - RTA Co-Branded The Perfect Chicago Day Promo Banners	300x250, 728x90	300x250, 728x90	300x250, 320x50	600,000	600,210	799	0.13%	N/A	N/A	
8/30/17-9/21/23	ROS PreRoll/Live Stream - RTA Co-Branded The Perfect Chicago Day Promo Video	:15 Video			150,000	150,152	131	0.09%	N/A	N/A	
9/12/2017	Point of Entry Takeover w/RTA Branding and RTA Co-Branded The Perfect Chicago Day Promo Banners	970x90:970x250, 970x90, 300x250	728x90:728x200, 728x90, 300x250	320x50:320x200,	700,000	963,350	6,790	0.70%	N/A	N/A	
8/30/17-9/21/23	ABC 7 PreRoll/ABC 7 Live Stream - RTA PreRoll	:15 Video			150,000	150,147	170	0.11%	N/A	N/A	
8/30/17-9/21/23	ROS - RTA Brandnig Banners	300x250, 728x90	300x250, 728x90	300x250, 320x50	600,000	600,287	807	0.13%	N/A	N/A	
8/30/17-9/21/23	ABC 7 News App - RTA Branding Banners		300x250, 320x50	320x50	600,000	600,133	4,629	0.77%	N/A	N/A	
					Grand Tot	7,300,000	8,489,303	13,395	0.16%	549,648	30,808