

Effectiveness Statement

Entry Title: Metrolink Featured Station Campaign Encourages Travelers to Climb Aboard

Subcategory: Electronic Media

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

AdWheel Category: Best Marketing and Communications Educational Effort

Target Audience

The target audience for this entry was the general public, especially current commuter customers, families with children, couples, students and tourists.

Situation/Challenge

To increase weekend ridership, an interactive website was developed to promote the \$10 Metrolink Weekend Day Pass, which offers unlimited rides all day Saturday and Sunday, specifically for seasonal trips, such as to summer beach activities or winter holiday festivities. A large database of destinations and discount partners was amassed, and a strategy was needed to leverage all of these in an ongoing educational program that promoted weekend travel year-round.

Strategy/Objective

The website was restructured to promote a new strategy centered around a particular "Featured Station," which gave visitors the chance to view interactive itineraries, browse a database of hot spots, watch destination videos, and receive valuable discounts from destination partners. The interactive and mobile-friendly website supported an educational program that informed visitors about a different featured station every six weeks, featuring current destinations and deals on an ongoing basis. A different sweepstakes was offered for each station to incentivize engagement with weekend getaway packages.

By offering fresh content year-round, existing and potential riders had more reason for frequent engagement while learning where to go and what to do on Metrolink.

Results/Impacts

The interactive website and corresponding educational program helped to grow weekend ridership by 9 percent over the previous year. The website was visited 92,418 times with 66-percent new visitors. Nearly 42,000 unique sweepstake entrants were received, growing the email database by 38 percent.

Why This Entry Should Win

This entry shows how existing web and campaign resources can be successfully leveraged and repackaged with a fresh strategy to achieve year-round engagement and, ultimately, ridership gains. By offering website visitors new travel destinations, itineraries, adventures and deals every six weeks, OCTA continually appealed to both new and existing riders. The entry serves as a model for agencies looking for ways to create engaging new campaigns or revitalize existing ones.

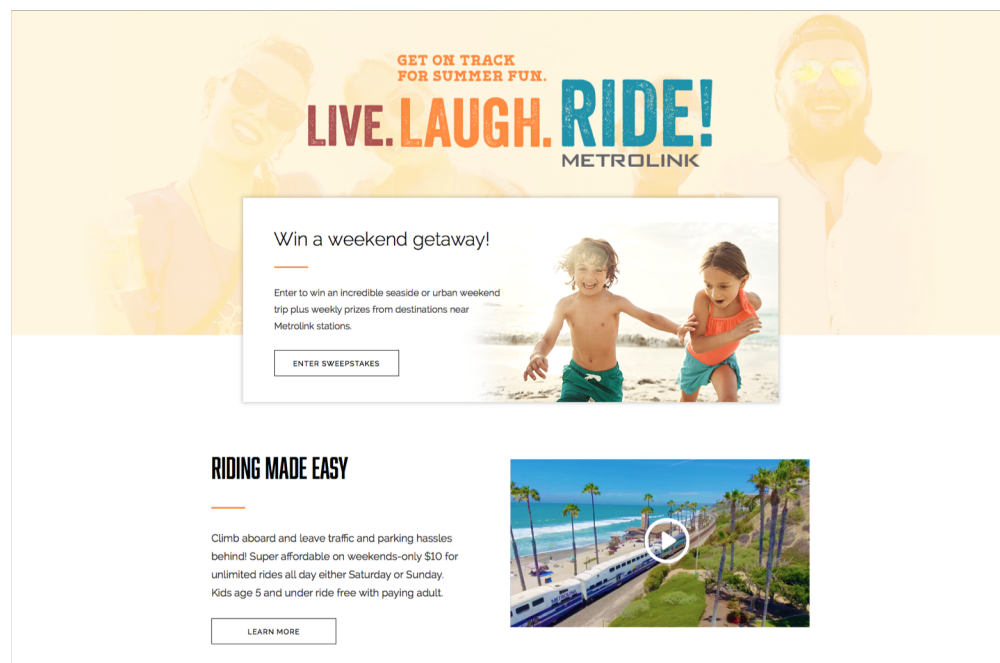
Target audience for the new Metrolink Featured Station campaign website

The target audience for this entry was the general public, especially current commuter customers, families with children, couples, students and tourists.



A new strategy was needed to leverage existing educational resources

The website was previously used to promote seasonal trips, such as to summer beach activities or winter holiday festivities. A large database of destinations and discount partners was amassed.



The “Featured Station” strategy launched to promote year-round, weekend ridership

The “Featured Station” which gave visitors the chance to view interactive itineraries, browse a database of hot spots, watch destination videos, and receive valuable discounts from destination partners.



FEATURED STATION: LOS ANGELES

Come explore Los Angeles with us. Here you'll find insider tips, cool itineraries, great destinations, special event listings, and exclusive Metrolink deals.

Check back monthly for the next cool station!



Discover the excitement and history of the City of the Angels.

WIN A FREE DAY TRIP!

Enter to win a free Metrolink adventure to Los Angeles. Prizes include:

Four Metrolink tickets
\$50 gift card to Philippe's

ENTER TO WIN

Things to do, places to see

[Destinations](#)

[Itineraries](#)

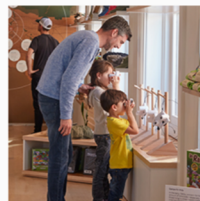
[Events](#)

[Deals](#)



UNION STATION

Built in 1939, Los Angeles Union Station is the largest railroad passenger terminal in the Western United States and is widely regarded as "the last of the great train stations." The station's signature Mission Moderne style makes it one of L.A.'s architectural gems. This iconic Los Angeles landmark is now a vibrant symbol of downtown's renaissance, a true cultural hub connecting the infinitely varied and wonderful elements of one of the world's great cities... a gateway to the best of Los Angeles.



THE GATEWAY TO NATURE CENTER


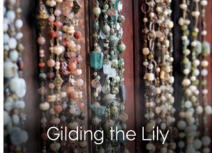






The Gateway to Nature Center is part of the El Pueblo de Los Angeles Historical Monument located across the street from Union Station. This center educates and brings information about the National Parks and US Forests to over 2 million people and 400,000 students each year.

[View Destination](#)

The “Featured Station” website showcased a different station every six weeks

By offering fresh content year-round, existing and potential riders would have more reasons for frequent engagement while learning where to go and what to do on Metrolink.

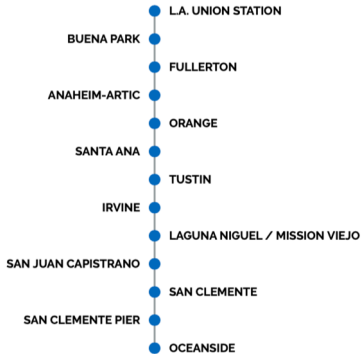
Fullerton Station



 <p>Cafe Hidalgo</p> <p>10% off purchase</p> <p>VIEW DETAILS</p>	 <p>Gilding the Lily</p> <p>10% off or \$20 off purchase of \$100</p> <p>VIEW DETAILS</p>	 <p>Green Bliss Cafe</p> <p>10% off purchase</p> <p>VIEW DETAILS</p>	 <p>Hopscotch Tavern</p> <p>15% off food items</p> <p>VIEW DETAILS</p>
 <p>lolo a boutique</p> <p>20% off on one purchase of \$50 or more</p> <p>VIEW DETAILS</p>	 <p>Santa Fe Express Cafe</p> <p>Free fountain soda</p> <p>VIEW DETAILS</p>	 <p>The Brownstone Cafe</p> <p>Buy one-get one at 50% off food items</p> <p>VIEW DETAILS</p>	 <p>The Cellar</p> <p>20% off food items</p> <p>VIEW DETAILS</p>

Metrolink Weekend Guidebook

Take the train to great destinations in LA County, Orange County, and Oceanside. Explore destinations based on your interests, or see what's nearby our Metrolink stations.

[Itineraries](#)
[Interests](#)
[Stations](#)




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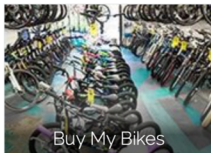








Discover the excitement and history of the City of the Angels.

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Enter to win a free Metrolink adventure to Los Angeles. Prizes include:

San Juan Capistrano Station

 <p>Bridges Equestrian</p> <p>Buy 1, get 1 free</p> <p>VIEW DETAILS</p>	 <p>Buy My Bikes</p> <p>VIEW DETAILS</p>	 <p>Camino Real Playhouse</p> <p>One free concession item</p> <p>VIEW DETAILS</p>	 <p>Capistrano Trading Post</p> <p>Free arrowhead with any purchase</p> <p>VIEW DETAILS</p>
 <p>Conservatory @ Curiosity</p> <p>15% off any purchase</p> <p>VIEW DETAILS</p>	 <p>Dana Wharf Sportfishing & Whale Watching</p> <p>50% off any 2 hour whale watching trip</p> <p>VIEW DETAILS</p>	 <p>Earth Accents</p> <p>30% off purchase of one item</p> <p>VIEW DETAILS</p>	 <p>Ellie's Table</p> <p>A free cup of coffee or a cookie</p> <p>VIEW DETAILS</p>

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METROLINK WEEKEND SWEEPSTAKES ENTRY FORM

Enter your information below.

First Name

Last Name

Email

Address

City

Zipcode

How did you hear about this promotion?

- ☐ Facebook/Twitter
- ☐ Web
- ☐ Mobile or Online ads
- ☐ Email