

Entry Title: Engaging Videos Encourage Ridership on OC Bus

Subcategory: Electronic Media

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

AdWheel Category: Best Marketing and Communications to Increase Ridership or Sales

## Target Audience

People who live and work in:

- OC Bus core service area
- South Orange County where bus routes 89, 90, and 91 were improved
- English and Spanish speakers

## Situation/Challenge

Like other transit agencies around the country, OCTA is experiencing decreasing bus ridership. In response, OCTA launched OC Bus 360, an ongoing initiative to improve service and match it with demand. In 2018, OC Bus 360 improvements in two geographic areas presented opportunities for outreach to encourage ridership. In the core service area, OCTA expanded OC Bus hours during weekday evenings and weekends. In south Orange County, OCTA improved three bus routes.

## Strategy/Objective

OCTA created two videos to increase awareness of cost-saving alternatives and late-night service on OC Bus. By going to the website mentioned in the videos, potential riders could sign up for free rides.

Tactics included:

- Social Media: Share promotional videos and display ads on social media.
- Digital Advertising: Promote the videos on YouTube, Facebook, and Instagram. Create social display ads to encourage free ride incentives.
- Landing Page: Add cost savings and late night service information to ocbus.com.
- Email Marketing: Create email automation for new and existing riders in English and Spanish audiences.
- Follow-up Survey: Send follow-up survey to new riders as part of the email automation to gauge experience and learn new insights.

## Results/Impacts

The OC Bus ridership videos, some of the most popular videos on OCTA's YouTube channel, received over 550,000 views. Surveys were conducted as part of the video campaign, and over 70 percent of the viewers identified themselves as new riders.

There was a 3.7 percent increase in OC Bus average weekday ridership on improved routes (Q1 vs Q2).

### **Why This Entry Should Win**

The extremely high percentage of new riders demonstrates the success of this campaign. The strategy and tactics used can be harnessed by other public transportation agencies to draw attention to bus improvements and encourage ridership.

# Initial Planning: OC Bus Video Scripts – Conceptual



A number of scripts were written to find the right tone for the videos.

## HUNK :15

A Hispanic wife is carried into the kitchen by a muscular, handsome guy. Her husband is bewildered.

HUSBAND (prodding): Honey, who's this?

WIFE (love-struck): I hired Carlos to be my new mode of transportation.

A TRUMPET JINGLE and **BOOM!** Odelia appears from a puff of smoke.

ODELIA: He's hunky, but clunky. (beat) You can do better, girl.

CUT TO:

Beautiful, running footage of the Bus driving in sunshine.

ODELIA VO TAG: Convenient. Affordable. Hunky. *OC Bus, let's roll.*

## POSSIBLE BUTTON

The husband tries to be romantic and carry his wife, but struggles. She just rolls her eyes and laughs lovingly.

## SCUBA :15

A Hispanic family at their kitchen table, outfitted in scuba gear, masks. They move slowly, as though underwater (mom gets breakfast, etc.).

A TRUMPET JINGLE and **BOOM!** Odelia appears from a puff of smoke. She takes in the scene.

ODELIA: I get it, bills have you *under water*, right?

The husband nods.

ODELIA: Okay, I'll play along...Wanna save a lotta' of (she air quotes) "clams?"

CUT TO:

Beautiful, running footage of the Bus driving in sunshine.

ODELIA VO TAG: Ride the bus and save about nine grand a year! *OC Bus, let's roll.*

# Initial Planning: OC Bus Video Scripts - Final Script



The script that played off the popular “Westwood” series on Netflix was determined has the most potential to entice riders to try OC Bus.

## OCTA — OC BUS OUTREACH CAMPAIGN — SCRIPTS

### WESTERN :15

A la a scene out of “Fistful of Dollars.” In period clothes, a Hispanic husband and wife are being held by some bad guys. They’re robbing them.

**BAD GUY 1:** Get it all, Zeke, make her pay pricey car expenses.

A TRUMPET JINGLE and **BOOM!** Odelia appears from a puff of smoke (also in period dress, a la a sexy Calamity Jane).

**ODELIA (to husband):** You don’t have to take this, Cowboy.

Odelia pulls an OC BUS PASS CARD from her holster and tosses it to the husband. He aims it at the bad guys, they back up.

**ODELIA:** Now that’s justice, baby.

**CUT TO:**

Beautiful, running footage of the Bus driving in sunshine.

**ODELIA VO TAG:** Ride the bus and save! *OC Bus, let’s roll.*

\*note – this plays to current “Westworld” popularity.

# Initial Planning: OC Bus Video Scripts – Final Script



A second concept was selected to feature new evening service. The same model will be cast for both OC Bus videos.



AKORN

Let's call our gal **Odelia**...

## THE CONCEPT...

We will create 2, 15 sec spots. We will base the concepts around the increased Evening and Weekend service. Each spot will find our 'Every Man/Woman' (Bus Rider) in a situation where Odelia appears magically and is able to offer a solution, and they will be shot in English and Spanish.

Kind of like this:

<https://www.youtube.com/watch?v=BQsEzrLp1hQ>

## The Evening Bus

### CLOSING TIME

TARGET - Hospitality employees.

Open on a restaurant, 5 minutes before 10pm (closing time). We catch glimpses of the STAFF doing final side work. AND THEN... a PARTY OF TEN walks in the door. The Server and Hostess exchange looks. Then, A TRUMPET JINGLE and **BOOM!** Odelia appears from a puff of smoke.

Odelia: Hey there! Gonna be a late night?

Server and Host nod.

Odelia: Don't worry, we work late too. And on the weekends.

*CUT TO: Beautiful, running footage of the Bus driving in evening light.*

**POSSIBLE TAG:** Working a later shift? No problem. OC Bus now offers late evening service! OC Bus, let's roll.

*\* We will discuss the potential pros and cons of shooting at a location where we can see the bus arriving.*

# Initial Planning: OC Bus Video Storyboard



Casting the right model for the videos took planning. It was determined that the model "Odelia" would be a mix of Flo from Progressive and Genie. She would also relate to both the Spanish and English markets.



## "It's Magic"

OC BUS Outreach Campaign  
March 2018

AKORN

### Objective

To create awareness about the INCREASED BUS SERVICE which OC Bus will be offering in 2018. We will highlight the increased service along *high volume routes*, in addition to *night* and *weekend* traffic. And we've got just the person to do it...

### Imagine...

*Dwayne 2.0, except now Dwayne is a girl. Not just any girl, but MAGICAL BUS PIXIE. Not like a Tinkerbell pixie, more like if Flo from Progressive Insurance was cloned with Genie from I Dream of Genie and we ended up with a MARIA FELIX type heroine. The beauty and wardrobe of our gal will appeal to both the Spanish and English markets. She's confident, full of knowledge and possibly from the future. We're not sure. But we like her.*



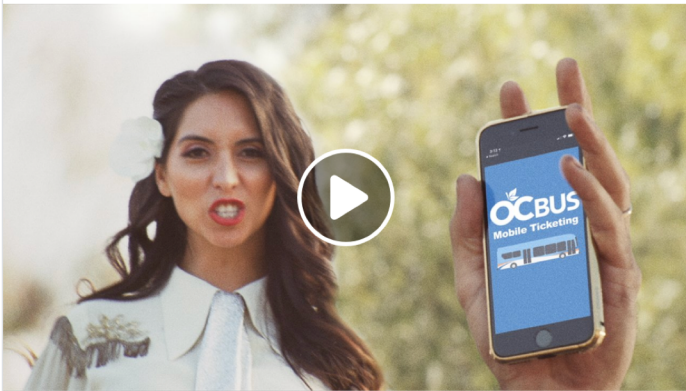
# Targeted Digital Ads: Facebook and YouTube



Ads were shown to potential OC Bus riders in Orange County where there is more frequent and evening service.

**OC Bus** Sponsored · 🌐

Don't let expenses rob your wallet. Ride and save with OC Bus. Your first 2 rides are on us.



OCBUS.COM  
Save Money. Ride OC Bus. [Learn More](#)

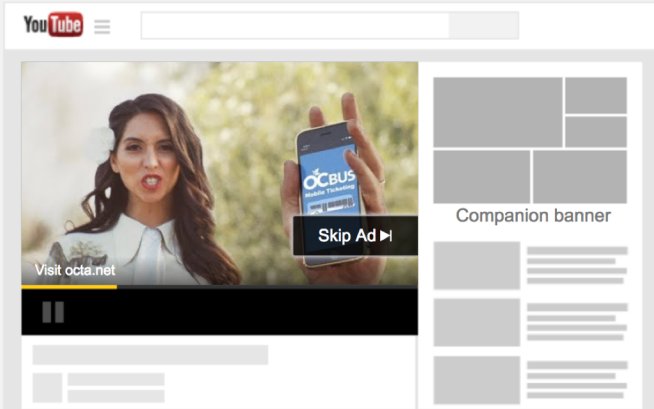
**OC Bus** Sponsored · 🌐

Working a later shift? No problem. OC Bus now offers later evening service. Your first 2 rides are on us.



OCBUS.COM  
Working late? Us too. [Learn More](#)

Preview in-stream ad

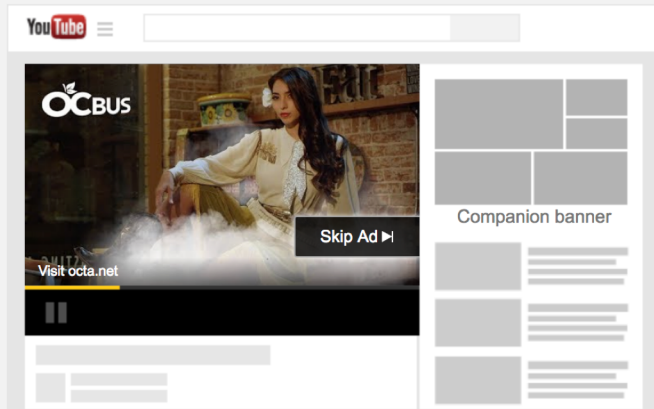


Visit [ocba.net](http://ocba.net)

Companion banner

On YouTube    On partner websites

Preview in-stream ad



Visit [ocba.net](http://ocba.net)


Companion banner

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# Email Marketing: More Reasons to Ride with OC Bus



An email with an animated GIF from the Western video was used to encourage new and existing riders to ride more often.




## More Reasons to Ride with OC Bus

Now offering improved service on weekdays, weekends, and evenings!  
Switch your commute from car to bus and save up to \$10K per year according to the American Public Transportation Association.

**More ways to save!**  
New rider? Get two **free** passes.  
Current rider? Enter to win a **free** 30 day bus pass.

[Enter Now](#)



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# Campaign Webpage: Featured Videos on the OC Bus Website



The two videos were added to the campaign webpage to promote weekend and evening service.

REDUCE MOTION HIGH CONTRAST CAREERS CONTACT US Select Language

OCTA Getting Around Projects and Programs News and Resources About OCTA Search OCTA

OCBUS FREE RIDE ROUTE MAPS EXPLORE OC BUS TOOLS PAY ESPANOL TIENG VIET 中文 其他

Give Us Feedback

Trip Planner BETA

Where do you want to go?

From Street Address, City To Street Address, City Leaving Arriving Today Date Time 11:45 AM VIEW MY TRIP

## Try OC Bus for Free!

Now with more improved services! Switch your commute from car to bus and save up to \$10K\* per year and ride, relax, and text.

**More reasons to ride**

New rider? Get two FREE day passes now.

Current rider? Enter to win a FREE 30-day monthly pass.

ENTER NOW

\*American Public Transportation Association

## Featured Videos

