

METROLINK® 2019



ADWHEEL AWARDS

METROLINK SAN BERNARDINO LINE INSTAGRAM STORY SERIES

This Instagram Story series is available to view on the Instagram app at @Metrolink or at <https://www.instagram.com/metrolink/> under the archived story “SB Line.”

1. Who was the target audience for this entry?

- Off-peak passengers (weekend trains, midday trains)
- Riders in proximity to cities with stations along Metrolink’s San Bernardino Line (Los Angeles, El Monte, Baldwin Park, Covina, Pomona, Claremont, Montclair, Upland, Rancho Cucamonga, Fontana, Rialto and San Bernardino)
- Millennials
- Families
- Cal State L.A. students

2. What was the situation/challenge that necessitated creating this entry?

Metrolink observed a decrease in ridership on the San Bernardino Line year over year between Fiscal Year 2016/2017 and Fiscal Year 2017/2018, a loss of nearly 55,000 riders (2 percent). For Fiscal Year 2018/2019, a 25-percent fare discount was introduced along with targeted ads to make strides toward improving ridership. Our social media team was tasked with making travel by means of the San Bernardino Line more enticing.

3. What was the strategy/objective of this entry?

For organic social media efforts, we sent one of our team members on a San Bernardino Line train every week to **curate Instagram Story content to present experiences** and activities available to riders near stations along the San Bernardino Line.

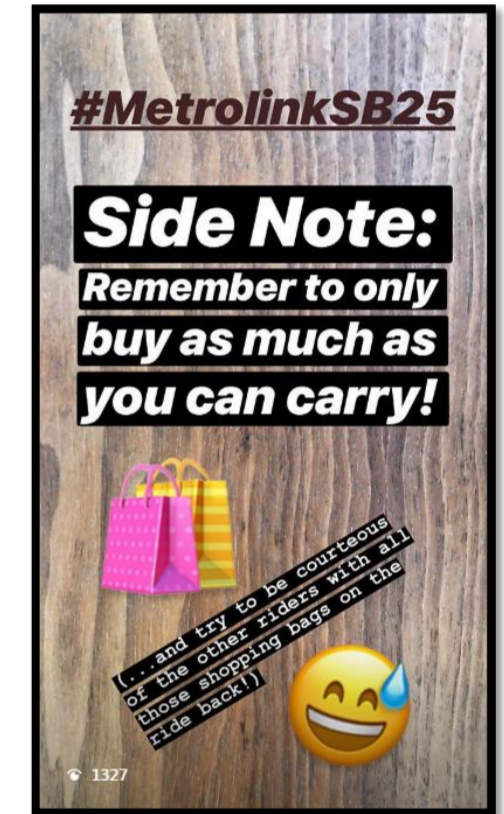
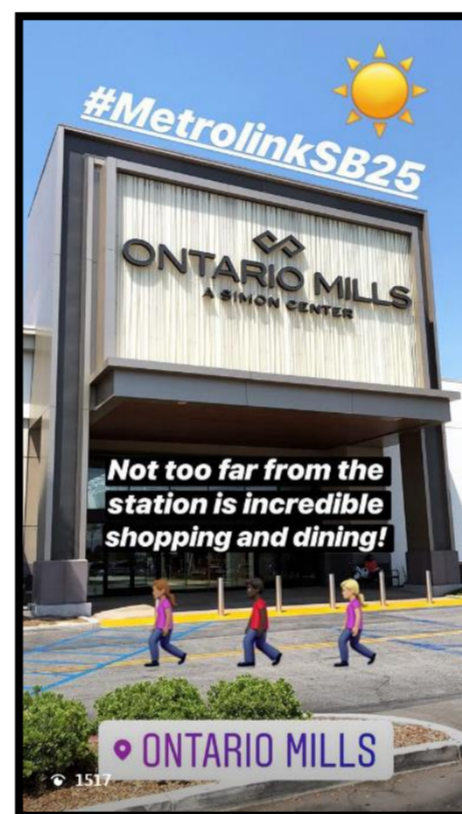
Part of the strategy with utilizing Instagram Story content was to **create content with a more personal touch** by tapping into the rider experience, usage of pop culture references, etc. Giving Metrolink a **more dynamic voice** while still adhering to our branding would create an **atmosphere of relatability** for new riders.

Additionally, we thought promoting local attractions and businesses near our stations would likely help us **develop positive partnerships** with community leaders and business owners.

- Week 1: Rancho Cucamonga
- Week 2: Fontana
- Week 3: Upland
- Week 4: Pomona

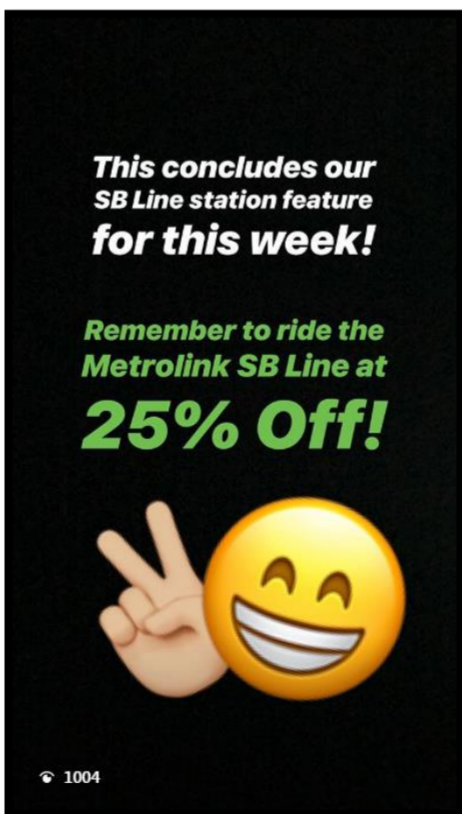
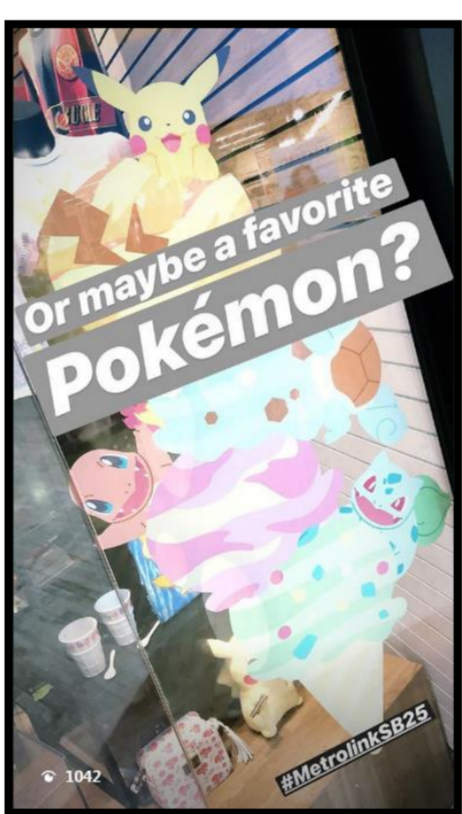
METROLINK. SAMPLES

Creative – Week 1, Rancho Cucamonga

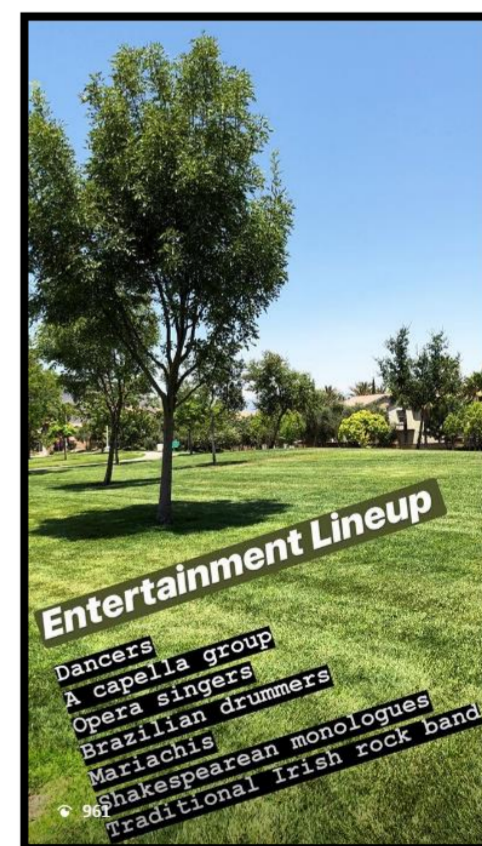
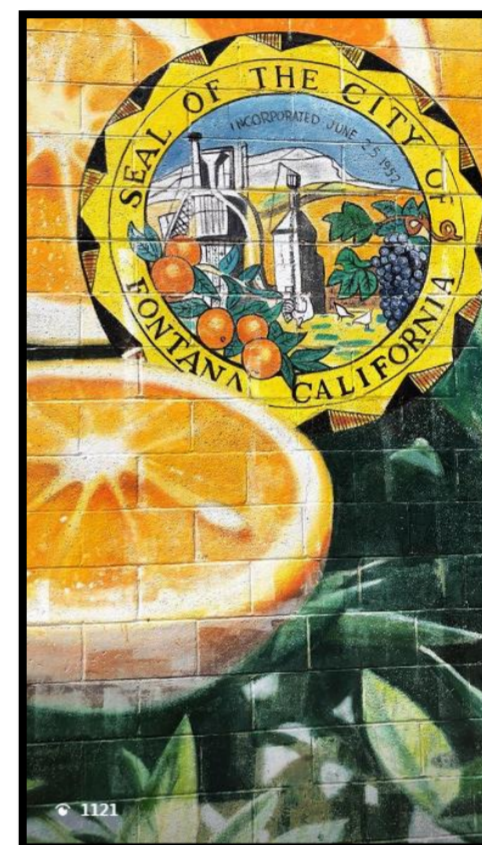




Creative – Week 1, Rancho Cucamonga

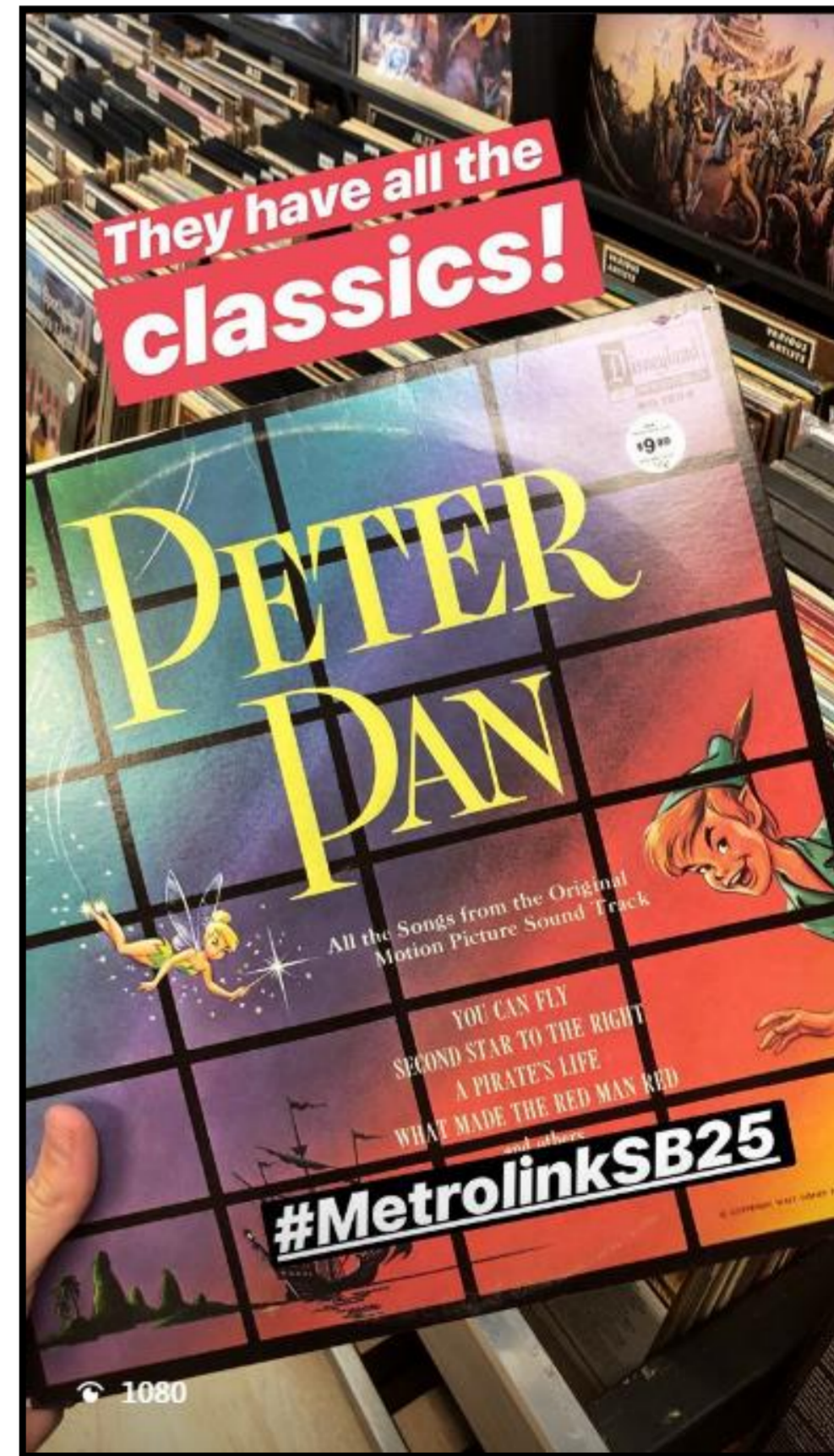
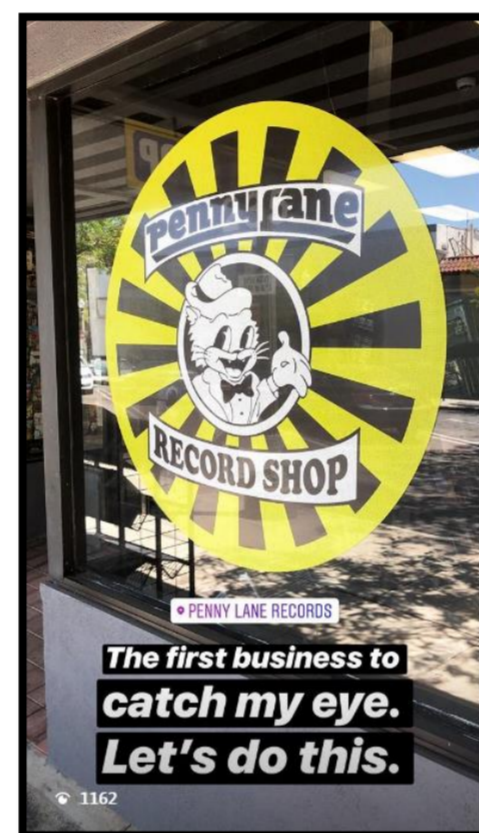


Creative – Week 2, Fontana





Creative – Week 3, Upland

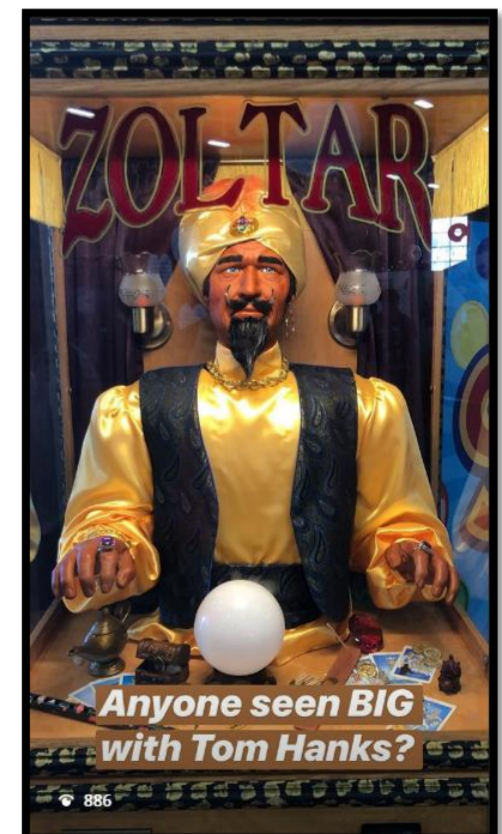


METROLINK. SAMPLES

Creative – Week 3, Upland

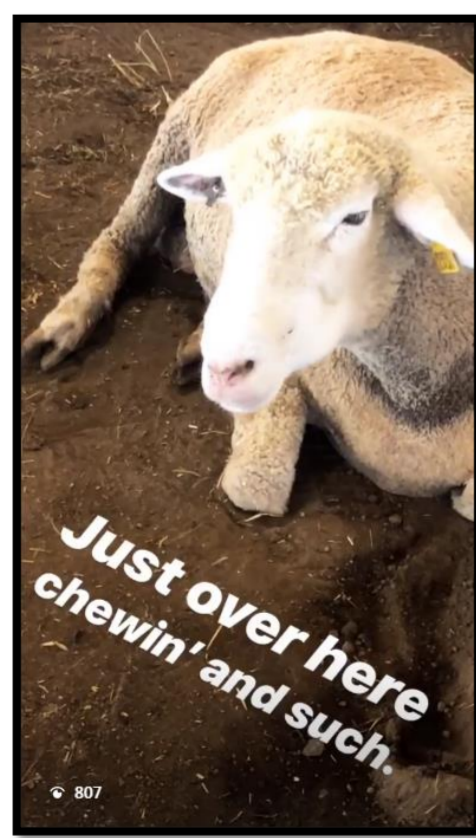
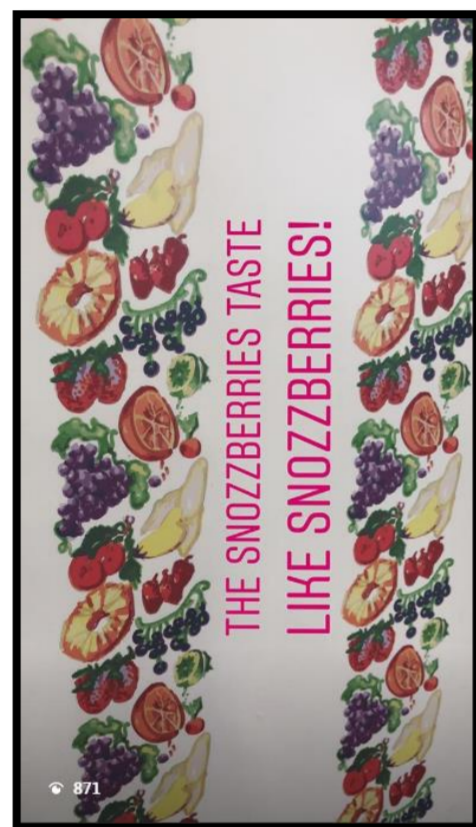


Creative – Week 4, Pomona: LA County Fair



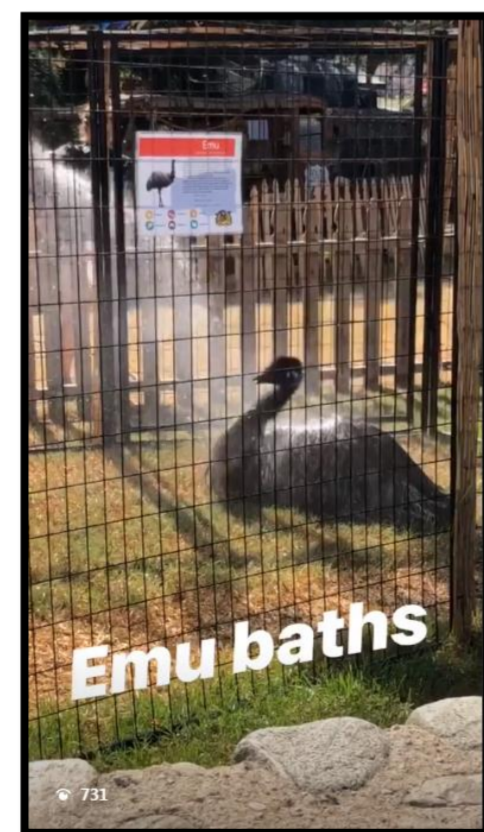
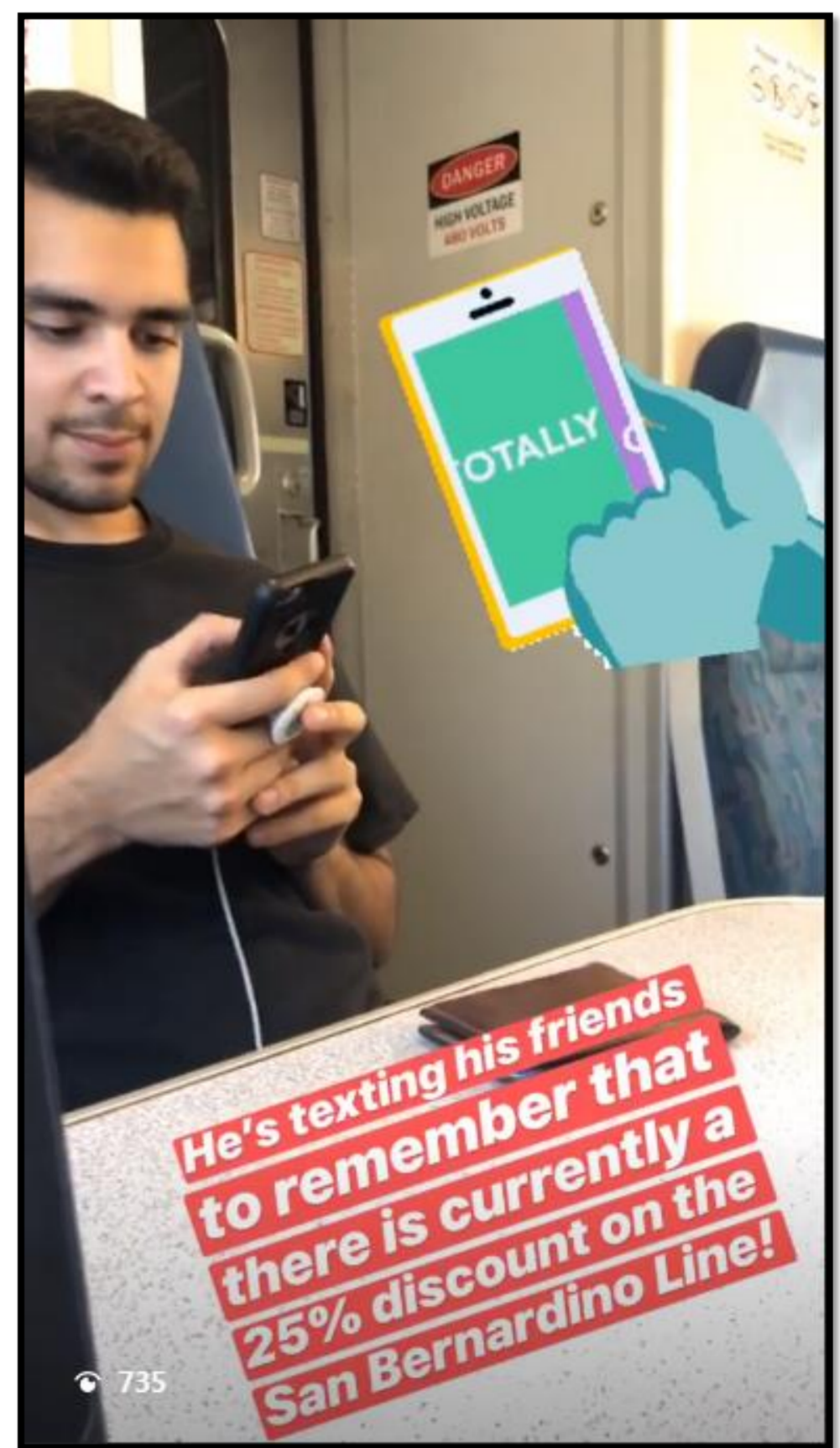


Creative – Week 4, Pomona: LA County Fair





Creative – Week 4, Pomona: LA County Fair





4. What results/impact did this entry have?

- Total Instagram Story Slides: 75
- Peak Viewers for an Individual Slide: 2,636
(14% of our Instagram following intentionally opened and viewed our story)
- Total Slide Views: 77,733
- Average Views Per Slide: 1,036
- 200+ votes for each poll posted in the story and several direct messages answering pop culture questions posed
- **San Bernardino Line ridership increased by 4.2% for Q3 YOY.**

RIDERSHIP	JULY	AUGUST	SEPTEMBER
FY 18-19	75,565	77,065	75,412
% FY 18-19	5.69%	2.85%	4.20%
FY 17-18	71,498	74,930	72,373
% FY 17-18	2.75%	0.31%	-0.66%
FY 16-17	69,583	74,702	72,852

5. Why was this entry submitted? Why should it win an Adwheel Award?

The Instagram Story series is an eye-catching and colorful travel experience documented to inspire riders to use transit beyond work commutes. It also served to educate about local attractions and businesses—benefitting our vision while also providing a service to the community.

The creative risk of giving our brand a stronger personality with humor and pop culture references paid off tremendously in the way of higher follower engagement and increasing ridership by 4.2% on one of our stagnant lines.

Metrolink tackled its declining ridership head-on with this innovative campaign. We've proven it's possible to launch a cost-effective ridership campaign during a time when all transit agencies nationwide are combating stagnant ridership. We plan to run this campaign again in the future.