

Real Riders

Campaign





THE MISSION

Connecting Lives In Central Texas



"Real Riders"



Print & Digital Ads

REAL OFTEN
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

REAL LATE-NIGHT
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

REAL CHILL
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

REAL POWERS
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

REAL SMART
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

REAL THRIFTY
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

REAL CHILL
EVERY 10 MINUTES ON WEEKDAYS.
SO, RELAX!
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

REAL POWERS
TURNS STOP LIGHTS GREEN
SO YOU GET THERE FASTER!
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

REAL SMART
UT STUDENTS RIDE FREE.
SO KEEP YOUR CHANGE & RIDE SAFELY!
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

REAL THRIFTY
ONLY \$1.25 PER RIDE
SO YOU STAY ON BUDGET!
JOIN REAL RIDERS LIKE YOU
ON THE 801 & 803
METRO RAPID

Print & Digital Ads

The image is a collage of MetroRapid advertisements. On the left, four vertical panels feature different riders: a young man with headphones, a woman with glasses, a person in a Batman costume, and a woman in a black top. Each panel has a red banner with a benefit: 'REAL THRIFTY' (only \$1.25 per ride), 'REAL SMART' (UT students ride free), 'REAL POWERS' (turns stop lights green), and 'REAL CHILL' (every 10 mins on weekdays). All panels include the text 'JOIN REAL RIDERS LIKE YOU ON THE 801 & 803' and the MetroRapid logo.

On the right, a grid of four horizontal panels features the same four riders in different poses. Each panel has a red banner with a benefit: 'REAL CHILL', 'REAL POWERS', 'REAL SMART', and 'REAL THRIFTY'. All panels include the text 'JOIN REAL RIDERS LIKE YOU ON THE 801 & 803' and the MetroRapid logo.

At the bottom right, a vertical panel shows a woman smiling on a train. To its right is another vertical panel with four horizontal sections, each featuring a rider and a benefit: 'REAL CHILL', 'REAL POWERS', 'REAL THRIFTY', and 'REAL SMART'. All sections include the text 'JOIN REAL RIDERS LIKE YOU ON THE 801 & 803' and the MetroRapid logo.

Social Media

The screenshot shows the Facebook profile for Capital Metro (@capitalmetro). The main post features a woman on a train with the text "RUNNING LATER & MORE OFTEN" and "STARTING AUGUST 20". Below the post is a "Create Post" section and a "Visitor Posts" section with three user comments.

Capital Metro
@capitalmetro

Home
Photos
Videos
Posts
Events
About
Community
Info and Ads
Create a Page

Capital Metro
49 mins · 🌐

REAL HANDY

REAL CHILL

REAL SMART

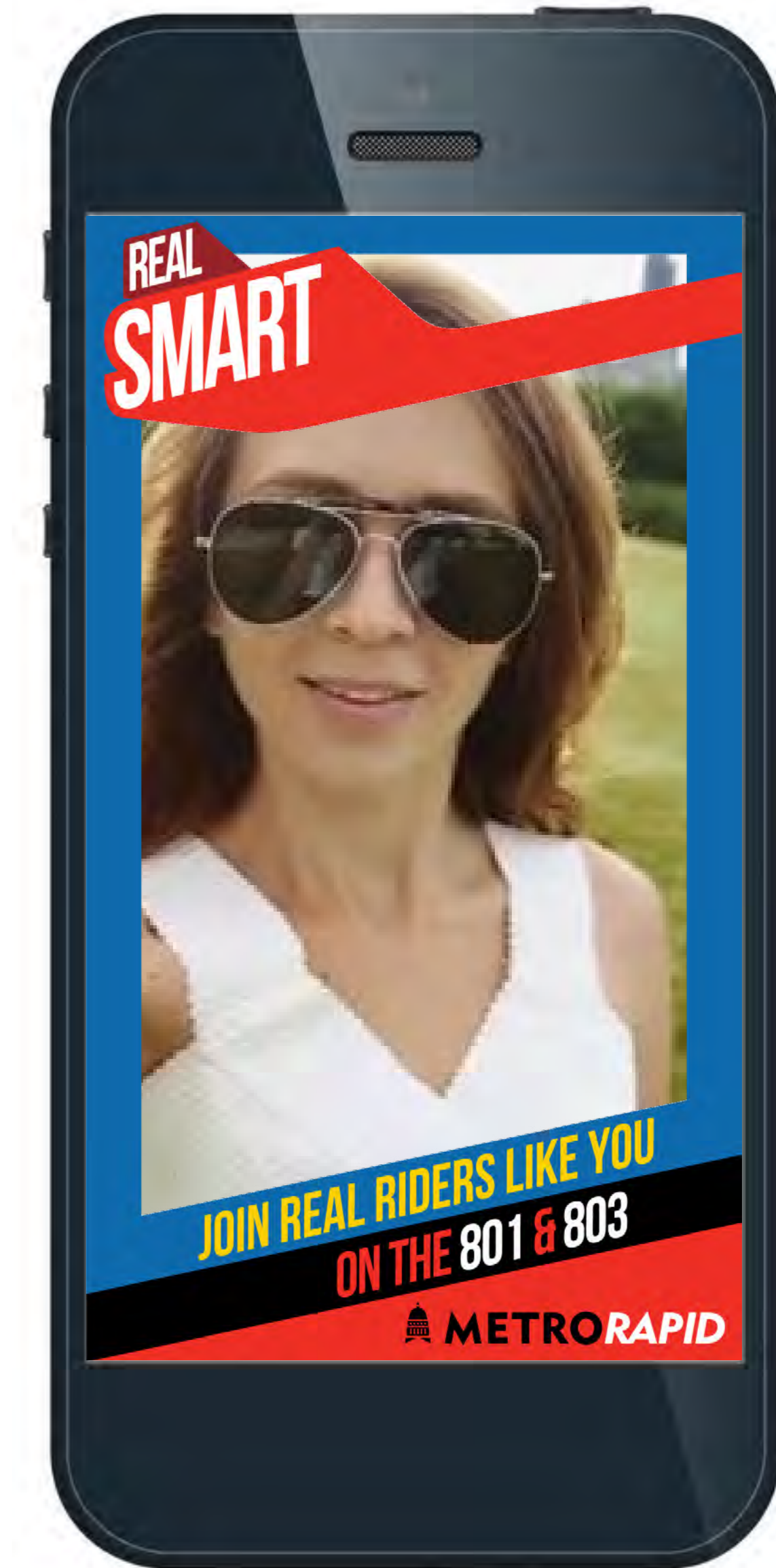
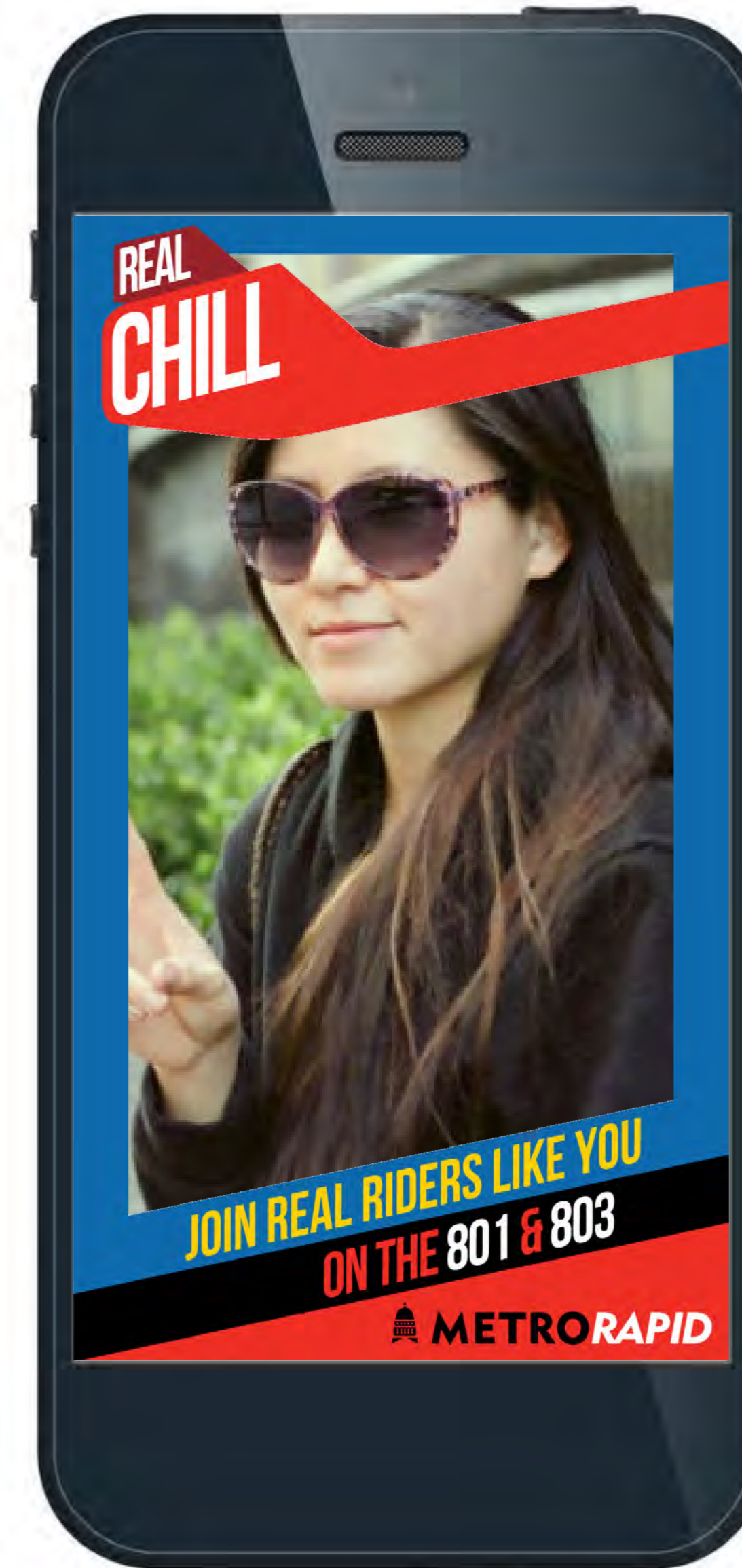
REAL CONNECTED

REAL POWERS

Julian Byrd
Yesterday at 8:18 AM
See video
1 Comment
Like · Comment

Nicholas Iacobucci
So... I know I generally complain, BUT... I wanna give a shout out t... See More
1 Like 1 Comment
Like · Comment

Josh Coleman



Out of Home Outreach



Website

The screenshot shows the Metro website homepage. At the top is a blue navigation bar with the Metro logo and links for 'Plan Your Trip', 'Rider's Guide', 'Fares and Passes', and 'Help & Contact'. Below the navigation bar is a large grey banner with the text 'Buy your passes online or get the App' and two buttons: 'Buy Online' and 'Get the CapMetro App'. To the right of the text is an image of a hand holding a smartphone displaying the Metro app interface. Below the banner is a 'Rider News' section with two main articles: 'Ride CapMetro to ACL' and 'Service Changes'. At the bottom of the page are three smaller articles: 'MetroRapid Improvements', 'Map the Future!', and 'Experience Pickup'.

METRO Plan Your Trip Rider's Guide Fares and Passes Help & Contact

Buy your passes online or get the App

Buy Online Get the CapMetro App

Rider News

Ride CapMetro to ACL

MetroRail has expanded service both weekends & MetroRapid is always a great option!!

Service Changes

Learn about proposed service changes for June, 2018 at public meetings taking place through Oct. 2.

MetroRapid Improvements

Capital Metro's increased MetroRapid service to every 10 minutes!

Map the Future!

Learn about Capital Metro's new Transit Oriented Development Tool and design the region's future!

Experience Pickup

Capital Metro is expanding this free service.

This is an identical screenshot of the Metro website homepage as shown in the first block. It features the same navigation bar, banner, and news articles.

METRO Plan Your Trip Rider's Guide Fares and Passes Help & Contact

Buy your passes online or get the App

Buy Online Get the CapMetro App

Rider News

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Bus Ads



Bus Ads

