



Get to the Fair Without a Care!

Target Audience: Residents and visitors in the SouthWest Transit service area, which includes the cities of Eden Prairie, Chanhassen, Chaska and Carver.

Situation Challenge: While we had seen a steady growth in our State Fair ridership over the years, we saw our first decrease in 2017. Our goal was to keep this from turning into a trend and to increase ridership yet again in 2018.

2018 also brought several construction projects to the Minneapolis area that significantly impacted people driving themselves to the Minnesota State Fair. We needed a clear and easy-to-understand message that presented our bus service as a fun, hassle-free alternative to sitting in traffic.

Strategy/Objective: We created newspaper ads, posters, flyers, back of the seat ads, social media posts, a bus wrap and digital ads that all utilized the same color scheme and phrase, "Get to the Fair Without a Care!" We aimed to keep all our marketing simple and consistent so that it was easily recognizable as a SouthWest Transit State Fair advertisement, even at a quick glance.

Results: "Get to the Fair Without a Care" stuck with people. As a result, we broke our all-time State Fair ridership record by providing 104,378 rides. This was a 4% increase over our previous record of 100,034 and a nearly 5% increase from our 2017 ridership.

In addition to the overall ridership increase, we also set new records for our highest opening day ridership with 9,700 customers and a highest single day ridership with 14,462 customers.

Why We Submitted This: During a time when ridership across so many other areas is decreasing, we were able to find a way to not only increase this service's ridership but to break records! Our message was simple, but it stuck in people's minds. Combined with the excellent experience our drivers and ground crew offer our customers, we believe that people will continue to remember that SouthWest Transit really will get them to the fair without a care for years to come.



Print Media: Brochure

Ride with
**SouthWest Transit To
MINNESOTA
STATE FAIR**
Aug. 23 - Labor Day, Sept. 3, 2018

Weekday Service:

Beginning at 7:30 am
(Running Approximately Every 15 Minutes)

Wooddale Church
6630 Shady Oak Rd - Eden Prairie

Weekend & Labor Day Service:

Beginning at 7 am
(Running Approximately Every 15 Minutes)

SouthWest Station
Hwy 212 & Prairie Center Dr - Eden Prairie

SouthWest Village
Hwy 212 & Hwy 101 - Chanhassen

East Creek Station
Hwy 212 & Hwy 41 - Chaska

*No Service from Chanhassen Transit Station or Carver Station



Skip the traffic & parking hassles...
Get to the fair without a care!

Age	Round-Trip Price
Children (0-5 Years Old)	FREE
Children (6-12 Years Old)	\$5
Seniors (65 and Older)	\$5
Military with ID	\$5
Adult (13-64 Years Old)	\$8 or 2 for \$15
Family of 4 (2 Adults & 2 Kids)	\$20

Exact Change Only, Please!

Check out SWTransit.org for special deal days!

SW
SOUTHWEST TRANSIT
952-949-2BUS (2287) swtransit.org
CustomerService@swtransit.org

2,500 double-sided brochures were printed and distributed to:

- All SouthWest Transit park-and-ride facilities
- Eden Prairie Library
- Carver County Libraries in Chanhassen, Chaska, Carver, Victoria and Jordan
- Community Centers in Eden Prairie, Chanhassen and Chaska
- City office buildings in Eden Prairie, Chanhassen, Chaska, Carver and Victoria
- Senior centers in Chanhassen and Chaska
- Eden Prairie Center Mall

Brochures were also available on all SouthWest Transit buses and were handed out at community events we attended in June, July and August 2018.

Front

Back

Print Media: Posters & Seat Cards

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SouthWest Village

Hwy 212 & Hwy 101 - Chanhassen

East Creek Station

Hwy 212 & Hwy 41 - Chaska

*No Service from Carver Station
or Chanhassen Transit Station

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Adults (ages 13-64)	\$8 or 2 for \$15
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Exact Change Only, Please



Posters:

We printed 30 11x17 posters. These were hung up in high-traffic areas at our 5 park-and-ride locations:

SouthWest Station

SouthWest Village

Chanhassen Transit Station

East Creek Station

Carver Station

Posters were also hung at public libraries in Eden Prairie, Chanhassen and Chaska

Seat Cards:

3x6 seat cards were put in holders on the back of every other seat in each of our buses. Riders were free to take these cards with them if they wanted to keep the information.



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Skip the traffic & parking hassles... Get to the fair without a care!
Go to SWTransit.org for schedule, pricing & more details

Print Media: AllOver Media Ads

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East Creek Station
Hwy 212 & Hwy 41 - Chaska

**SW
SOUTH WEST TRANSIT**

Bathroom Ads:

We contracted with AllOver Media to print and distribute ads to over 50 restaurants and bars in Eden Prairie, Chanhassen, Chaska, Carver, Victoria and Waconia. These 17x22 ads were placed in holders in the bathrooms at each location.



Visit SWTransit.org for pricing and more information!

Window Ad:

AllOver Media printed our ad as a large window cling. This was posted in our walkway next to the bus gates at SouthWest Station and was placed so that every person could see it while getting off and on our buses.

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SouthWest Station
Hwy 212 & Prairie Center Dr - Eden Prairie

SouthWest Village
Hwy 212 & Hwy 101 - Chanhassen

East Creek Station
Hwy 212 & Hwy 41 - Chaska

Go to SWTransit.org for pricing and more information!

*No Service from Carver Station or Chanhassen Transit Station



Print Media: Newspaper Ads

Ride SouthWest Transit To
MINNESOTA STATE FAIR
 August 23 - Labor Day (Sept. 3)

GET THE FAIR WITHOUT A CARE!
 Round trips start at \$5. See page 13 for details.



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Through our partnership with Southwest News Media, we ran front page banners and 1/4 page ads in the Eden Prairie, Chanhassen and Chaska newspapers throughout the month of August.

Electronic Media: Targeted Marketing



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SOUTHWEST TRANSIT

682 STATE FAIR 479

**August 23 -
Labor Day
(Sept. 3)**

[Learn More](#)

800 x 600 · desktop · 167KB

Together with Southwest News Media, we created digital ads in 7 different formats that were distributed on various websites using targeted marketing techniques.

Link to the ads: <http://www.placelocal.com/true-preview/45c2014b-974e-11e8-a2e9-12259ff86398?cclearance=df169a&cid=695621&publicationId=642&pclearance=291597&suffix=preview&clickthroughUrl=https%3A%2F%2Fswtransit.org%2F%3Ftab%3D256>

These ads were active August 1 - August 31. They had 39,416 total impressions and a click-through rate of 0.10%



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682 STATE FAIR 479

August 23 - Labor Day (Sept. 3)

[Learn More](#)

800 x 250 · desktop · 115KB



SW
SOUTHWEST TRANSIT

682 STATE FAIR

**Ride With SouthWest
Transit to
MINNESOTA
STATE FAIR**

[Learn More](#)

28 x 90 · desktop · 138KB

Social Media: Facebook



SouthWest Transit

Published by Brittany Stevens [?] · August 15 · 🌐

With SouthWest Transit, you can get to the fair without a care!
Monday-Friday, Ride SW Transit to the Minnesota State Fair from Wooddale Church (Hwy 212 & Shady Oak Rd in Eden Prairie).
Weekends & Labor Day, Ride from any of our convenient locations along Hwy 212.... See More



SouthWest Transit
Transportation Service

[Learn More](#)



SouthWest Transit

Published by Brittany Stevens [?] · August 22 · 🌐

Our State Fair Express Service begins at 7:30 tomorrow morning from Wooddale Church in Eden Prairie! We can't wait!



SouthWest Transit

Published by Brittany Stevens [?] · August 22 · 🌐

This bus is ready for the Minnesota State Fair... are you?
Be sure to check out this beautiful MCI that is on loan to us for demonstration purposes throughout the fair! It offers our riders the comfort of our regular MCIs while giving those who require mobility assistance more freedom and better accessibility!



We combined paid ads and organic Facebook posts throughout the month of August and during the entire State Fair.

Our paid ads reached over 9,000 people and had over 1,500 engagements.

On average, each of our State Fair posts were shared 20-30 times.

Social Media: Twitter



SouthWest Transit @SWTransit · Aug 15

Let SouthWest Transit get you to the @mnstatefair without a care!
Round-Trip Weekday Transportation from Wooddale Church - Eden Prairie
Weekend & Labor Day from park-and-rides along Hwy 212.
Click here for more info: swtransit.org/home-old/featu...
#mnstatefair #statefairbus



SouthWest Transit @SWTransit · Aug 22

#MSFTip Get to all the delicious food & State Fair fun even earlier with SW
Transit! Our express service to the @mnstatefair begins tomorrow morning at
7:30 from Wooddale Church in Eden Prairie! Details here:
swtransit.org/home/photobloc... #rollwithswtransit



SouthWest Transit @SWTransit · Aug 22

This bus is ready for the #MNSStateFair ... are you? Be sure to check out this
beautiful MCI on loan to us throughout the fair... all the comfort of our regular
MCIs with the convenience of better accessibility for those with limited mobility!
#rollwithswtransit



We used Twitter to reinforce the information we posted on Facebook. We also used Twitter as a quick way to communicate with our customers about parking availability and any other questions they had throughout the fair.

Social Media: Snapchat

Oh Snap!



**Swipe to
use our
State Fair
filter!**



We created a Snapchat filter that was available at each of our State Fair park-and-ride locations during all 12 days of the fair. The filter had some great results:

- 90,071 total views
- 30,463 swipes
- 2,934 shares