

METROLINK® 2017





INCREASE RIDERSHIP OR SALES

Print Media – I-5 Billboard Campaign

Overview

Caltrans initiated a freeway widening project on the I-5 in Southern California and looked towards Metrolink to help mitigate congestion and provide an option for commuters.

Metrolink used the construction project as an opportunity to obtain new riders who want to avoid the stress of driving the construction corridor to/from work. This also achieve a secondary goal to reduce traffic through the corridor. The greater Los Angeles area is ranked the number one city in traffic congestion in the nation.*



OUTDOOR BILLBOARDS: I-5 FREEWAY

Goals

- Capture the attention of single occupancy vehicle drivers by using colorful illustrations of commuters taking the train with catchy headlines
- Promote the stress free benefit of riding Metrolink by using memorable messages such as *Commute Altering* and *Hello Mellow*
- Prevent creative fatigue by refreshing billboards quarterly



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- Ridership in July and August, 2016 on the Orange County and 91/Perris Valley Lines which runs parallel to the freeway construction corridor increased **9.5%** from the previous year
- Revenue increased **\$285,000 (6.8%)** during the same period
- **60%** of those who tried the train recalled the billboards, more than any other advertising medium*