



LONG BEACH TRANSIT 2019 ADWHEEL SUBMISSION

Project: 2018 AquaLink Campaign





Long Beach Transit's Summer 2018 AquaLink Campaign

Long Beach Transit operates a water taxi service called AquaLink. There are two types of services: the AquaLink boats travel for about 45 minutes across Long Beach's coastline and the smaller boats, called AquaBus, carry customers to popular destinations around the downtown area. LBT launched a campaign to increase ridership for the season, which runs from April through October.

The **Target Audience** for AquaLink and AquaBus are residents and people visiting Long Beach.

The challenge facing LBT was that AquaLink was known as "the best kept secret in Long Beach." People familiar with the service loved it because they could enjoy a scenic cruise for only \$5 each way. But the lack of awareness led to declining ridership numbers.

LBT's **strategy increase to ridership** was a comprehensive campaign involving promotion at a series of events all summer long, advertisements in print and digital, and social media posts. Over the summer, LBT significantly increased its presence at summer events, such as movies on the beach, and interacted with people unfamiliar with LBT's services. The on-site engagement was supported with advertisements, posters, and digital promotions.

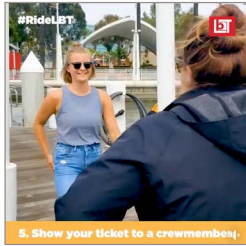
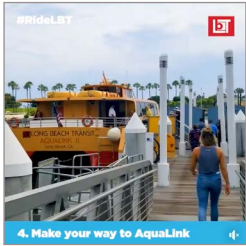
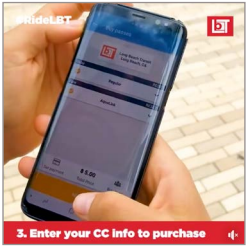
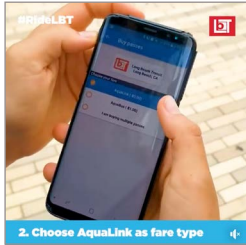
The impact of the **Summer AquaLink campaign** has been very strong ridership numbers for AquaLink service overall. From 2017 to 2018 ridership on AquaLink and AquaBus **increased by 9.5%**

The Summer 2018 AquaLink Campaign deserves to win an award because of the creative, multi-faceted approach LBT used to promote AquaLink and AquaBus. With dynamic, creative materials and consistent outreach, LBT was able to increase awareness and increase ridership. In addition, LBT partnered with large community events, such as the Pirate Festival, to promote water taxis as an alternative to driving and parking.





Social Media Video Stills



Digital Campaign



Ride AquaLink all summer long.

So fun, you'll forget you had a destination in mind.



Ride boats. Watch cars.

Get your water taxi mobile ticket for Grand Prix weekend.

ibtransit.com/grandprix

