

Bus advertising WORKS!

**And it's the most effective advertising value for your dollars.
These advertisers got on the bus and got out there!**

"It's impossible to count how many people see our ads."

ADVERTISER: United Way of Monroe



Connie Carroll,
Executive Director,
United Way of Monroe County

These days, the need for United Way funding is greater than ever. And an important way to encourage giving to meet those needs is to keep community awareness high – and marketing costs low. The United Way of Monroe County needed a community-minded marketing partner.

So Connie Carroll, executive director, put the United Way on the bus.

SOLUTION

"They're very community minded, very pleasant and easy to contact," she said. Connie was one of the first clients to advertise on LET buses. In those early years, her grandson saw the organization's logo on the buses so often, "he thought Grandma owned all the buses."

The United Way's messages of hope are all over Monroe County on many of the LET vehicles.

RESULTS

The United Way builds awareness on the roads of Monroe County every single day. "Sitting behind the bus at a red light, waiting in a parking lot to pull out into traffic and the bus goes by ... it's impossible to count all the people who see our ads."

"It's the biggest opportunity to reach our market."

ADVERTISER: Paul's Quality Collision, Monroe

As owners of Paul's Quality Collision in Monroe, Paul and Tammi Van Aken know all too well what happens when people text while driving. They have very strong feelings about this issue and decided to do something about it.

They got on the bus.

SOLUTION

Paul and Tammi hit the streets on an LET fixed-route bus. They covered the entire back of a bus with the message, "Paul says, 'Pls dnt txt n drive.'" Tammi says, "No phone number. We didn't want it to be about promoting the business. We just want people to get the message."

RESULTS

"The reaction is so positive," Tammi says. Customers often call when they see it. LET drivers tell Tammi about the riders' responses to the ad.

"It's a moving billboard and it goes all over," she says. And after four whole years cruising through Bedford, Monroe and points in between, it still looks great.



Paul and Tammi Van Allen
Paul's Quality Collision

Get out there!

Transit advertising is the most effective advertising value for your dollars. LET us show you what we can do for you!



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