Subcategory: Social Media **Entry Title:** Pumpkin Pursuit



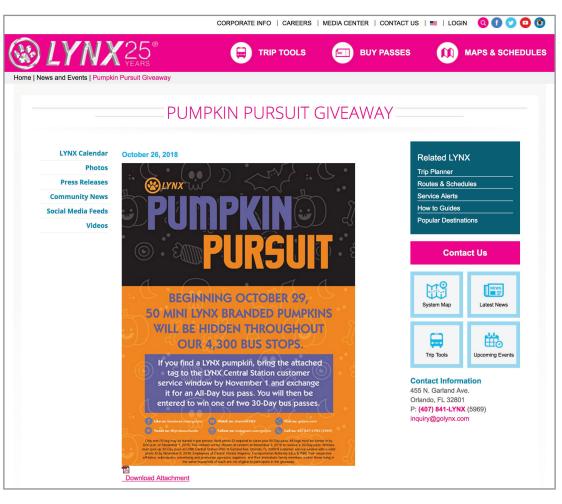
OVERVIEW:

Pumpkin Pursuit was developed as a fun and engaging social media promotion sending riders on a Halloween hunt around the service area for LYNX branded pumpkins in exchange for bus passes. On Facebook alone we doubled our weekly impressions (30,000) and tripled the reach (18,000) compared to a non-contest week. On Twitter we had 15,000 impressions which is a 25 percent increase.

CREATIVE:

LYNX Promotional Piece for Website & Social Media





Subcategory: Social Media **Entry Title:** Pumpkin Pursuit



COMMUNICATIONS:

LYNX Website & Homebox for Website



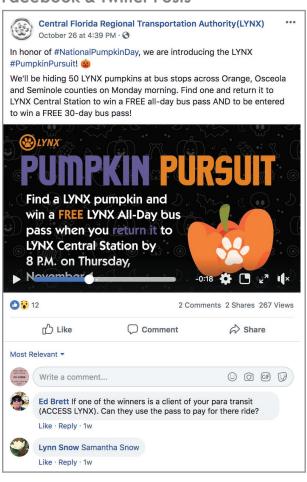


Subcategory: Social Media **Entry Title:** Pumpkin Pursuit



COMMUNICATIONS: (Social Media Coverage)

Facebook & Twitter Posts







17

♡ 3



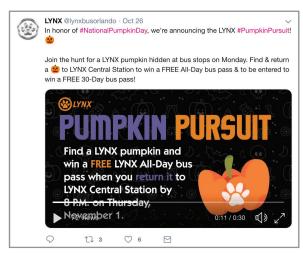
Subcategory: Social Media **Entry Title:** Pumpkin Pursuit



COMMUNICATIONS: (Social Media coverage)

Facebook & Twitter Posts





Central Florida Regional Transportation Authority(LYNX)

October 31 at 12:30 PM · 🕙



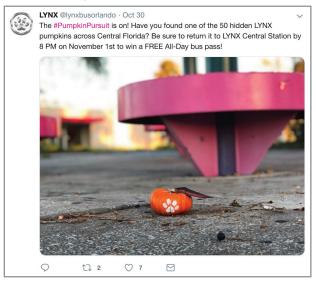


Subcategory: Social Media **Entry Title:** Pumpkin Pursuit



COMMUNICATIONS: (Social Media coverage)

Facebook, Twitter Posts & Promotional Video









Facebook Promo Video

