

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

LYNX

PUMPKIN PURSUIT

**BEGINNING OCTOBER 29,
50 MINI LYNX BRANDED PUMPKINS
WILL BE HIDDEN THROUGHOUT
OUR 4,300 BUS STOPS.**

If you find a LYNX pumpkin, bring the attached tag to the LYNX Central Station customer service window by November 1 and exchange it for an All-Day bus pass. You will then be entered to win one of two 30-Day bus passes.

Like us: facebook.com/golynx | Watch us: channellYNX | Visit us: golynx.com
 Tweet us: @lynxbusorlando | Follow us: Instagram.com/golynx | Call us: 407-847-LYNX (5969)

Only one (1) tag may be turned in per person. Valid photo ID required to claim your All-Day pass. All tags must be turned in by 8:00 p.m. on November 1, 2018. Two winners will be chosen at random on November 2, 2018 to receive a 30-Day pass. Winners must pick up 30-Day pass at LYNX Central Station (655 N Garland Ave, Orlando, FL 32801) customer service window with a valid photo ID by November 8, 2018. Employees of Central Florida Regional Transportation Authority d.b.a. LYNX, their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers, and their immediate family members (and/or those living in the same household of each) are not eligible to participate in the giveaway.

CORPORATE INFO | CAREERS | MEDIA CENTER | CONTACT US | LOGIN

LYNX 25 YEARS | TRIP TOOLS | BUY PASSES | MAPS & SCHEDULES

Home | News and Events | Pumpkin Pursuit Giveaway

PUMPKIN PURSUIT GIVEAWAY

LYNX Calendar | October 26, 2018

Photos | Press Releases | Community News | Social Media Feeds | Videos

LYNX

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Download Attachment

Related LYNX

- Trip Planner
- Routes & Schedules
- Service Alerts
- How to Guides
- Popular Destinations

Contact Us

- System Map
- Latest News
- Trip Tools
- Upcoming Events

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Category: Best Marketing and Communications Educational Effort

Subcategory: Social Media

Entry Title: Pumpkin Pursuit



COMMUNICATIONS:

LYNX Website & Homebox for Website

CORPORATE INFO | CAREERS | MEDIA CENTER | CONTACT US | | LOGIN

TRIP TOOLS BUY PASSES MAPS & SCHEDULES

PLAN A TRIP

FROM

TO

DEPARTING NOW [CHANGE DEPARTURE](#)

PLAN NOW

JOIN US IN CELEBRATING **LYNX 25 YEARS**
LYNKING PEOPLE & COMMUNITIES FOR 25 YEARS

Riding LYNX

- ▶ Helpful Tips
- ▶ Local Bus Service
- ▶ FastLink

26 OCT PUMPKIN PURSUIT GIVEAWAY
Find a LYNX pumpkin at a bus stop, win a FREE All-Day bus pass and be entered for a chance to win a free 30-Day bus pass.

LYNX BOARD OF DIRECTORS MEETING

SYSTEM MAP LATEST NEWS





COMMUNICATIONS: (Social Media Coverage)

Facebook & Twitter Posts

Central Florida Regional Transportation Authority(LYNX)
October 26 at 4:39 PM · 🌐

In honor of [#NationalPumpkinDay](#), we are introducing the LYNX [#PumpkinPursuit](#)! 🎃

We'll be hiding 50 LYNX pumpkins at bus stops across Orange, Osceola and Seminole counties on Monday morning. Find one and return it to LYNX Central Station to win a FREE all-day bus pass AND to be entered to win a FREE 30-day bus pass!

👍 12 2 Comments 2 Shares 267 Views

Like Comment Share

Most Relevant ▾

Write a comment...

Ed Brett If one of the winners is a client of your para transit (ACCESS LYNX). Can they use the pass to pay for there ride?
Like · Reply · 1w

Lynn Snow Samantha Snow
Like · Reply · 1w

Central Florida Regional Transportation Authority(LYNX)
October 28 at 8:00 AM · 🌐

Don't forget! 50 LYNX 🎃 will be hidden at bus stops across Central Florida tomorrow morning! Find one and return it to LYNX Central Station to win a FREE All-Day bus pass! If you find one, post it to social media with [#PumpkinPursuit](#) to be featured on our page. [#GoLYNX](#)

👍 🎉 🗨️ 15 5 Shares

Like Comment Share

LYNX @lynxbusorlando · Oct 27

THIS MONDAY, join the hunt and win a FREE All-Day bus pass and be entered to win a FREE 30-Day bus pass during the LYNX [#PumpkinPursuit](#)!

LYNX @lynxbusorlando · Oct 29

Feeling lucky? One hour left until 50 LYNX pumpkins are hidden at bus stops across Central Florida! 🎃

🗨️ 🔄 🍷 3 ✉️

Central Florida Regional Transportation Authority(LYNX)
October 29 at 9:08 AM · 🌐

[#PumpkinPursuit](#) 2018 has officially begun! 🎃

Find one of the 50 hidden LYNX pumpkins across Central Florida and return it to LYNX Central Station by 8 PM on November 1st to win a FREE All-Day bus pass!

Find a pumpkin and post a picture with it using [#PumpkinPursuit](#) to be featured on our social media! [#GoLYNX](#)

👍 🎉 🗨️ 20 2 Comments 11 Shares

Like Comment Share

All Comments ▾

Write a comment...

Ryan Miller Found this at the Kissimmee intermodel station this morning

Like · Reply · 1w

Central Florida Regional Transportation Authority(LYNX) Congrats, Ryan! Be sure to return it to LYNX Central Station by 8p on Nov. 1 and trade it in for an All-Day bus pass! Plus, your name will be placed in a drawing for a chance to win a 30-Day bus pass!

Like · Reply · 1w

COMMUNICATIONS: (Social Media coverage)

Facebook & Twitter Posts

 **Bike/Walk Central Florida** shared a post.
October 29 at 10:15 AM · 🌐

What a fun way to win a free all-day bus pass for **Central Florida Regional Transportation Authority(LYNX)**! [#PumpkinPursuit](#)



Central Florida Regional Transportation Authority(LYNX)
October 29 at 9:08 AM · 🌐

[#PumpkinPursuit](#) 2018 has officially begun! 🎃

Find one of the 50 hidden LYNX pumpkins across Central Florida and return it to LYNX Central Station by 8 PM on No...
[See More](#)

👍 1

 **LYNX** @lynxbusorlando · Oct 26
In honor of [#NationalPumpkinDay](#), we're announcing the LYNX [#PumpkinPursuit](#)!

Join the hunt for a LYNX pumpkin hidden at bus stops on Monday. Find & return a 🎃 to LYNX Central Station to win a FREE All-Day bus pass & to be entered to win a FREE 30-Day bus pass!



👍 3 🤍 6 📧


 **Central Florida Regional Transportation Authority(LYNX)** · October 31 at 12:30 PM · 🌐

The [#PumpkinPursuit](#) ends Nov. 1. Turn your pumpkin tag in by 8p tomorrow to receive a free All-Day pass and a chance to win a 30-Day pass. Good luck!




👍 6 1 Share

👍 Like 💬 Comment ➦ Share

 **Central Florida Regional Transportation Authority(LYNX)** · October 30 at 8:00 AM · 🌐


The [#PumpkinPursuit](#) is on! Have you found one of the 50 hidden LYNX pumpkins across Central Florida? Be sure to return it to LYNX Central Station by 8 PM on November 1st to win a FREE All-Day bus pass!





👍 10 2 Comments 8 Shares


👍 Like 💬 Comment ➦ Share

Most Relevant ▾

 Write a comment...

 **Nicole Bothast Harding Janet Bothast** look how cute
Like · Reply · 1w

 **George H Wilson Sr.** This is outside the Florida Mall it looks to me
Like · Reply · 1w

 **Central Florida Regional Transportation Authority(LYNX)** There's only one way to find out. 🤔
Like · Reply · 1w



COMMUNICATIONS: (Social Media coverage)

Facebook, Twitter Posts & Promotional Video



Facebook Promo Video

