



MARTA Airport Campaign

2018 Adwheels

Best Marketing and Communications to Increase Ridership or Sales
Comprehensive Campaign

- Video 1: #HowDoYouMARTA a “how to” video showing customers how easy it is to ride MARTA to the airport ([Video Link](#))
- Video 2: A humorous video showing how quick it is to ride MARTA to the airport ([Video Link](#))

Marketing Tactics - Videos

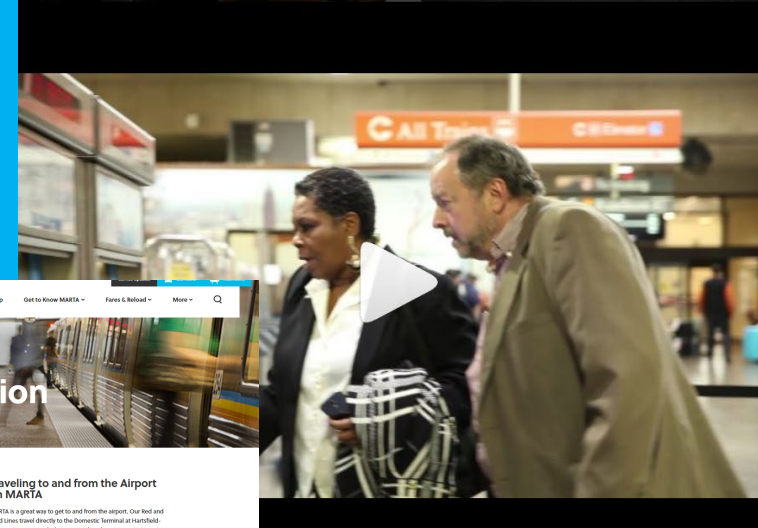
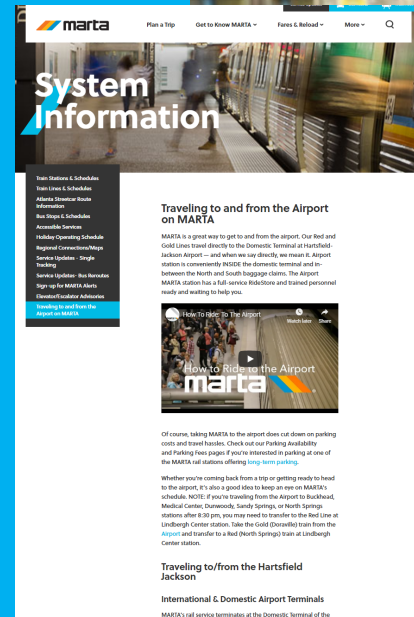


- **Location:** North and South Baggage Claim areas.
 - Potential customers saw the large dioramas on their way to rental cars, taxis, hotel shuttles, ride share and MARTA.
- **Airlines Served:** Delta, Southwest, United, Alaska, USAir, Spirit and Frontier.



Marketing Tactics - In-Airport Advertising

Facebook
Twitter
Instagram
YouTube
itsmarta.com
Digital Ads
Captivate Screen Advertising



Marketing Tactics - Digital Promotions

Radio Stations: WABE FM (NPR), WAMJ (Majic 107.5) , WWWQ 99.7 FM (Q100), WCNN (680 The Fan), WFSH-FM (Christian), WSRV-FM (97.1 The River Classic Hits) and WZGC-FM (92.9 Sports)

Marketing Tactics - Radio Advertising

- Promotional flyers/postcards
- Press Release



Marketing Tactics - Additional Promotions