



# Appy Hour

Category: 2. Best Marketing & Communications Educational Effort  
Sub-Category: Special Event

Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida

# Target Audience

- Current riders and people interested in new technology



## Situation/Challenge

- PSTA entered into an agreement with the Canadian tech company *Transit* to declare them the official app for PSTA. The app uses PSTA's GTFS data and Clever Devices API to allow our riders to plan their trips and have an additional access point for the Real Time Bus Info System.
- Part of the marketing plan included a launch event.

## Objective/Strategy

- Seizing upon the excitement that surrounds new technology, PSTA's team decided to celebrate the launch of our app partnership with an "Appy Hour" event
- PSTA partnered with *Transit* and local hotspot Green Bench Brewing Company to organize an interactive event introducing new users to the *Transit* app and its features

transit•



# Objective/Strategy

- The overall marketing campaign is a tongue-in-cheek play on all of the things that don't know where your bus is, while *Transit* does
- This theme was carried over into the event



Interior Bus Poster and Sticker showing campaign theme



# Event Invitation



## APPY HOUR

FRIDAY, DEC. 15, 2017 | 4:30-6:30 PM

This invitation doesn't know where the next bus is, but *Transit* does.

- Interact with *Transit* firsthand on iPads
- Drink Specials
- *Appetizers*
- Staff available to showcase *Transit*

Download *Transit*,  
PSTA's endorsed app.




1133 Baum Ave. N.  
St. Petersburg, FL

# Event Promoted on Social Media

**P** Pinellas Suncoast Transit Authority shared an event.  
Published by Alissa Kostyk [?] · December 13, 2017 · 🌐

Reminder: Come out this Friday to Green Bench Brewing Co. to celebrate PSTA's new endorsed app!





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FRI, DEC 15, 2017

### APPY HOUR

Green Bench Brewing Co. · Saint Petersburg, FL

✓ Going ▼

👤 You like Pinellas Suncoast Transit Authority

**P** PSTA @RidePSTA · 13 Dec 2017

You're invited to "APPY Hour" @GreenBenchBrew this Friday where we will announce PSTA's new endorsed app @transitapp. Join us to interact with the app firsthand, and also 🍷 specials! #ModernTransit #HappyHolidays



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I Love the Burgl, EDGE District, Coast Bike Share and St. Petersburg, FL

# Venue Setup





# Table Tents & Coasters



# Posters in the Restroom Stalls

While you stand there, think about downloading *Transit* and becoming the urbanite you've always dreamt of being.

Download *Transit* - PSTA's endorsed app. 



Sure... you can sit there, and read this ad. But, why STALL? Just download our app.

Download *Transit* - PSTA's endorsed app. 

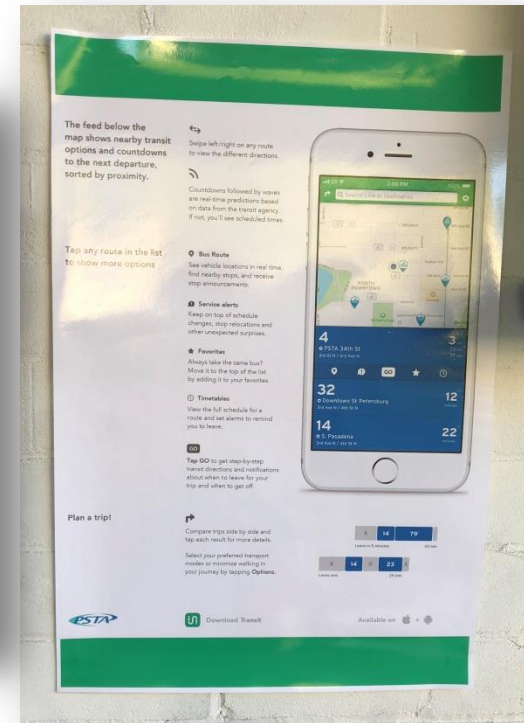


# Posters and Banners on the Walls

This ad doesn't know  
where your bus is,  
but our app does

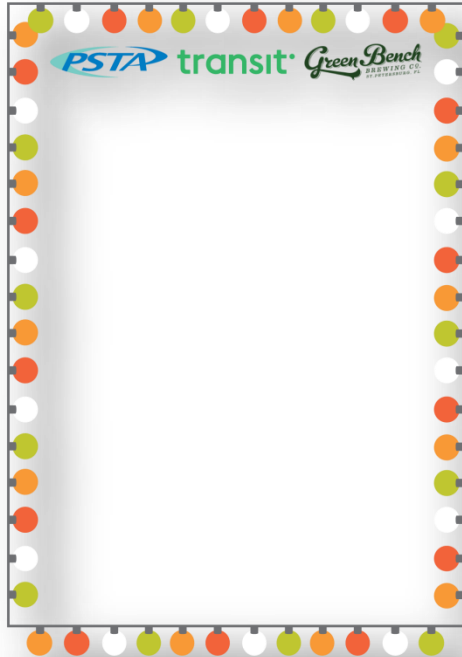
Track your ride in real-time.

Download Transit - PSTA's endorsed app.





# Event Specific Snapchat Filter



This filter doesn't know where your bus is, but our App does.



This filter doesn't know where your bus is, but our App does.



CHAT



This filter doesn't know where your bus is, but our App does.



This filter doesn't know where your bus is, but our App does.



CHAT



## Demos

- Staff demonstrated the app on tablets, and any guest who showed us the app downloaded on their phone got a free drink from the bar (compliments of *Transit*)



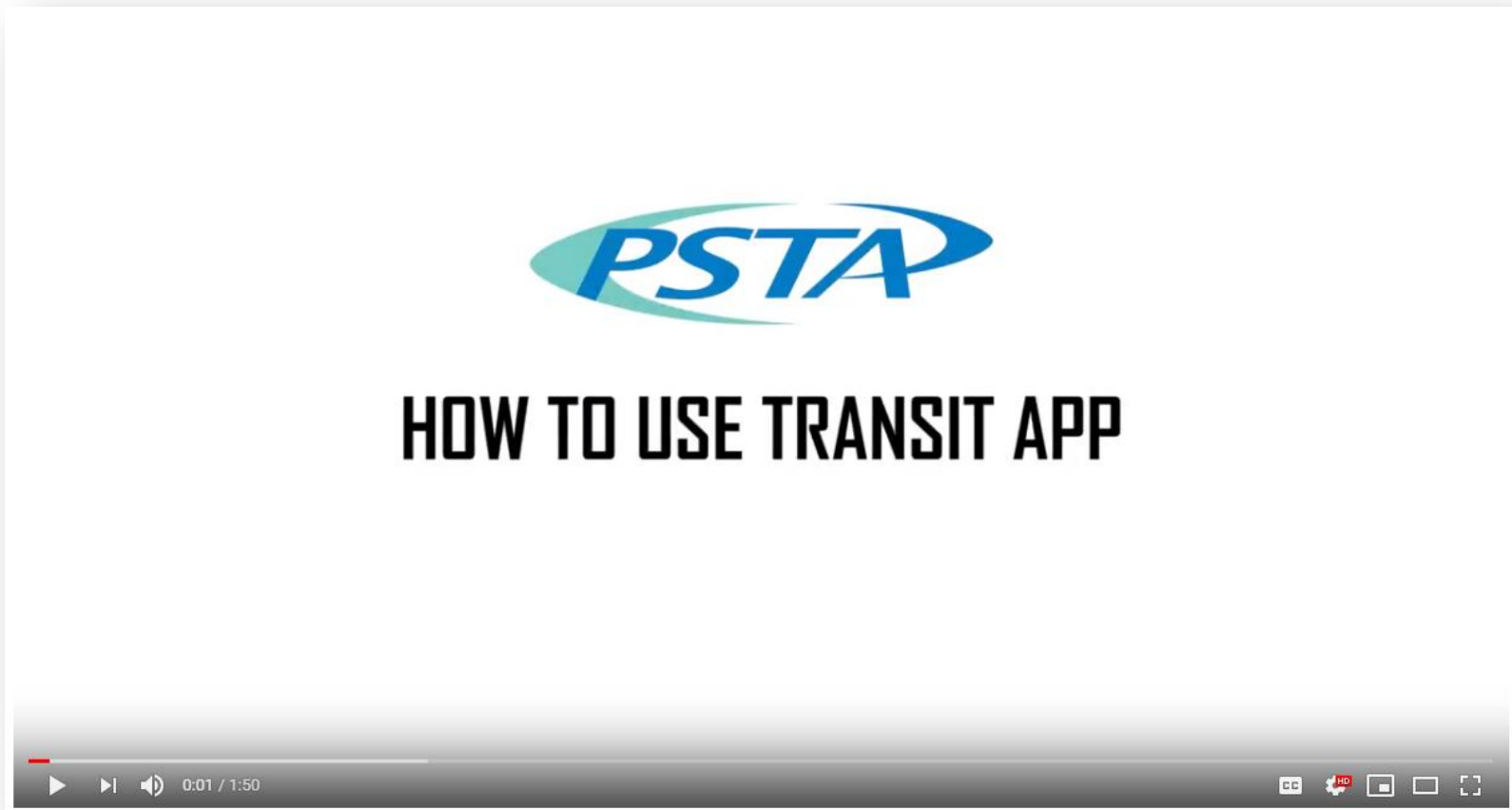


# The crowd was very engaged



## How To Video

- Video was debuted at the event and played in a loop on the building wall



[https://www.youtube.com/watch?v=s2b0\\_Rx-q\\_s](https://www.youtube.com/watch?v=s2b0_Rx-q_s)



# Event team included PSTA and Transit staffers





# Results

- The event had over 100 attendees, which is an outstanding response
- The app was downloaded 75 times at the event



## Why this special event should win

- This launch event was intended to generate buzz about the *Transit* app, and it accomplished that goal.
- Since that initial 100 downloads at the event, Transit has been downloaded locally more than 15,000 times
- It was a fun, interactive, engaging event that deserves to win!

