



APTA 2019 AdWheel Awards

Social Media Contest Campaign



VTA's Social Media Contest Campaign

Have you ever heard people say they don't ride public transit because it doesn't go where they want to go? So have we. We wanted to change that perception.

VTA's "Favorite ___ Near VTA" campaigns were designed to leverage social media virality generated by current riders to reach high-potential riders with credible, authentic messages. We wanted to demonstrate in simple terms how rich a transit lifestyle can be, while also building stronger relationships with our frequent rider-advocates.


For a shoestring budget of only \$250-\$500 per campaign for targeted social media ads, we achieved 384,881 impressions, 7,059 engagements, and a solid 1.8% engagement rate.

Harder to measure are the enthusiasm, emotional resonance, and positive brand-building the campaign generated. People really got into it, and they loved the campaign art.

We plan more campaigns like these in the future, based on suggestions from riders of course. Next on the horizon is to discover "VTA riders' favorite boba tea."



Social Media Contest 1: "Favorite Taqueria near VTA"



Home>News and Media>Connect with VTA>What's Your Favorite Taqueria near VTA?

What's Your Favorite Taqueria near VTA?

10/3/2017 9:13 AM | Cody Kraatz

Facebook. The taqueria needs to be within ¼ mile of a VTA bus stop or light rail station. See the full rules below.

Some ideas for your entry:

- Tastiest tacos?
- Best burrito?
- Your favorite filling? Tripa or lengua, anyone?
- Top-notch tortilla chips or spiciest salsa?
- Most vegetarian-friendly?
- Terrific taco trucks that set up near VTA? Fusion tacos and burritos? They count too!

Whatever the reason you prefer your favorite taquería, tell us why it's as much a part of your life as VTA.

Contest Rules

Entries must be submitted from October 4, 2017 through October 10, 2017 at midnight to be eligible for entry. No purchase is necessary.

To enter our contest, you must post an original photo, text post, or a ten second video about your favorite taquería and the closest VTA route. Upload the photo, video or text post on Instagram, Twitter, or VTA's Facebook page wall, and include the hashtag #VTAtaquería. The taquería referenced must be located within ¼ mile of a VTA bus stop or light rail station.

Participants may enter multiple original photos, videos or posts, and there is no limit on the number of entries per participant. Limit one prize per participant.

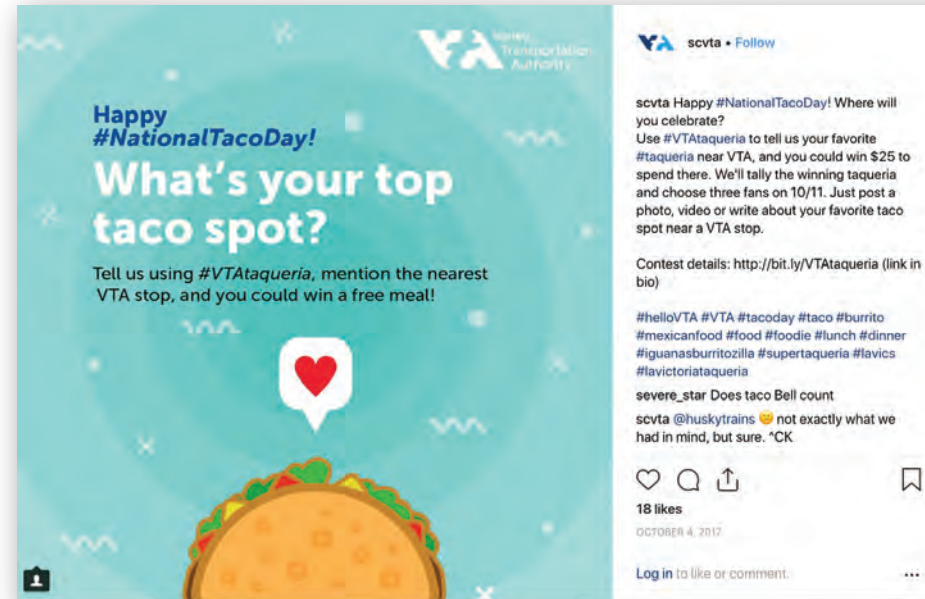
Entrants must be 13 years or older to win. Winners under 18 years of age must have parental consent to claim their prize. Inappropriate or offensive images will be disqualified and removed. The contest is open to all Santa Clara County residents excluding VTA employees and their immediate families. No substitutions or exchanges are permitted.

VTA will have a random drawing at on October 11, 2017. Three (3) winners will be chosen, and each will win a \$25 to spend at their favorite taquería, in the form of a gift certificate or gift card.

Winners will receive prize notification on October 11, 2017 via social media and must claim their prize by 4:30 pm on October 20, 2017 as directed through prize notification.

If winning entrants of any prize cannot be contacted, fails to claim the prize, or is ineligible, he/she will forfeit that prize and the prize will be awarded to the next winner. Limit one prize per winner.

Blog Post



scvta • Follow

scvta Happy #NationalTacoDay! Where will you celebrate? Use #VTAtaqueria to tell us your favorite taqueria near VTA, and you could win \$25 to spend there. We'll tally the winning taqueria and choose three fans on 10/11. Just post a photo, video or write about your favorite taco spot near a VTA stop.

Contest details: <http://bit.ly/VTAtaqueria> (link in bio)

#helloVTA #VTA #tacoday #taco #burrito #mexicanfood #food #foodie #lunch #dinner #iguanasburrito #supertaqueria #lavics #lavictoriaqueria

severe_star Does taco Bell count

scvta @huskytrains not exactly what we had in mind, but sure. *CK

18 likes

OCTOBER 4, 2017

Log in to like or comment.

Instagram



VTA @VTA · 7 Oct 2017

Which taqueria has the tastiest tortilla chips? The spiciest salsa? Tell us using #VTAtaqueria to enter our contest: bit.ly/VTAtaqueria

Tastiest tortilla chips? Spiciest salsa? Tell us using #VTAtaqueria, mention the nearest VTA stop, and you could win a free meal!

<http://bit.ly/VTAtaqueria>

1

Twitter



Valley Transportation Authority

Page Liked · October 12, 2017

Congratulations Super Taqueria for being our riders' favorite taqueria near VTA! <http://bit.ly/2hDgIBa>

33 · 6 Comments

Like · Comment · Share

Most Relevant

Josh Thomas Wtf Javier Roxanna Saicedo????? 🤔🤔🤔

Like · Reply · 1y · 6 Replies

Norma Barragan I hope Super Taqueria puts a business by Willow and Lincoln where buses 25 and 64 passes by.

Like · Reply · 1y · 1 Reply

Joe Chavez ok VTA its your turn,what is the official taco joint of VTA?

Like · Reply · 1y

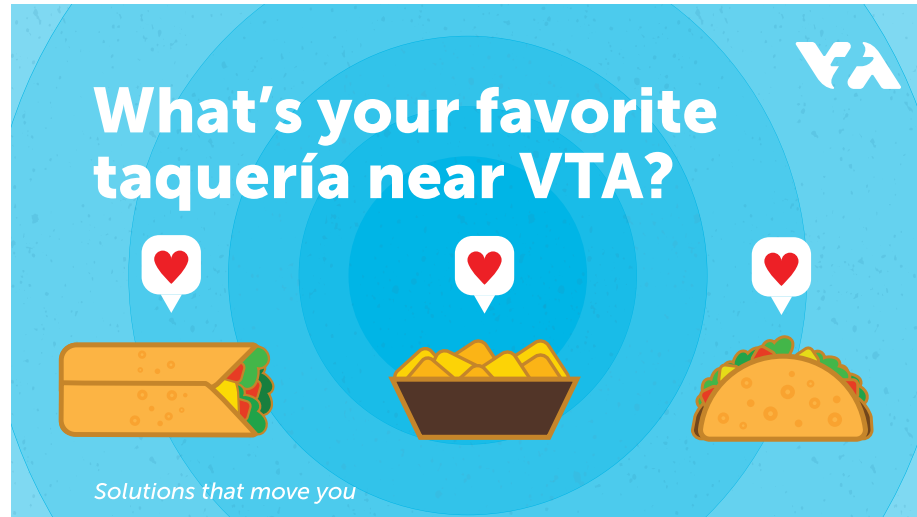
Valley Transportation Authority Oh, we don't play favorites. These are all great taquerias people have recommended.

Like · Reply · 1y · Edited

Write a comment...

Facebook

Social Media Contest 1: "Favorite Taqueria near VTA"



What's your favorite taquería near VTA?

Solutions that move you

This banner features a blue background with concentric circles and a VTA logo in the top right. It displays three food items: a burrito, a bowl of chips, and a taco, each with a heart icon above it. The text asks for the favorite taqueria near VTA.



Happy #NationalTacoDay!
What's your top taco spot?

Solutions that move you

This banner has a teal background with concentric circles and a VTA logo. It features a large taco illustration with a heart icon above it. The text includes a Happy National Taco Day greeting and asks for the top taco spot.



Best Burrito?

Solutions that move you

This banner has a purple background with concentric circles and a VTA logo. It features a burrito illustration with a heart icon above it. The text asks for the best burrito.



Tastiest tortilla chips?
Spiciest salsa?

Solutions that move you

This banner has a brown background with concentric circles and a VTA logo. It features a bowl of chips illustration with a heart icon above it. The text asks for the tastiest tortilla chips and spiciest salsa.




VTA riders' favorite taquería near VTA:

SUPER TAQUERIA

Solutions that move you

This banner has a blue background with concentric circles and a VTA logo. It features a 'SUPER TAQUERIA' logo and illustrations of a burrito, chips, and a taco, each with a heart icon above it. The text asks for the favorite taqueria near VTA for riders.



Social Media Contest 2: "Favorite Pho near VTA"



Home>News and Media>Connect with VTA>Where's Your Favorite Pho Near VTA?

Where's Your Favorite Pho Near VTA?

12/1/2017 3:56 PM | Cody Kraatz



As the weather cools down, a big bowl of pho hits the spot. We're asking all the "pho-natics" out there to vote for the very best pho restaurant near VTA! Just share the restaurant and nearest VTA stop or station on social media using #VTAPho, ideally with a photo or video.

There are many great restaurants serving this quintessential Vietnamese dish conveniently close to VTA bus stops and light rail stations. Help your fellow riders discover your favorite.

We'll announce the winner at the end of the contest, and three randomly chosen contestants will win a \$25 credit at their favorite pho restaurant. To enter the contest, be sure to use #VTAPho and follow the contest rules below.

Before we get started, though, a word about pronunciation: Pho is pronounced "fuh." Also, it can be eaten for breakfast as well as lunch or dinner.

Pho History

Pho is considered the national dish of Vietnam. It's believed to have originated from villages in northern Vietnam and was popularized during the French colonial period in the late 19th century.

Its popularity spread to South Vietnam in the 1950s, where its flavors and preparation evolved. The dish was later exported worldwide after 1975 due to Vietnamese migrations, and has since evolved further with adaptations as pho restaurants opened in the United States, Europe, other Asian countries, and around the world.

San Jose has the largest Vietnamese population of any city outside of Vietnam, and Milpitas has a sizeable Vietnamese population as well.

As a result, we have an abundance of great pho restaurants to choose from.

Popular Ingredients

If you're new to pho, here are some insights into the popular ingredients you'll encounter, provided by our own resident pho-natics.

Pho always uses white rice noodles. You can choose wide or narrow.

The secret to a great bowl of pho is in the broth. The broth is usually either beef-based (pho bo) or chicken-based (pho ga). There are also vegetarian options in some restaurants.

The secret is cooking the broth with bones, herbs and spices in big pots for many hours. Some of the common spices are star anise, rock sugar, lemon grass, coriander pods, cloves, cinnamon sticks, fennel, cardamom, fish sauce, and white onions.

Blog Post



scvta • Follow
San Jose, California

scvta What are your favorite pho garnishes? Tell us your favorite pho restaurant & the nearest VTA route using #VTAPho for a chance to win a free lunch! <http://bit.ly/2ncl2rc> (link in bio)

#helloVTA #solutionthatmoveyou #pho #vietnamesefood #vietnamesecuisine #sanjose #milpitas #vietnamese #vietnam #foodie #food #feedfeed #delicious #nomnom #nomnomnom

31 likes
DECEMBER 7, 2017

Log in to like or comment.

Instagram



VTA @VTA · 5 Dec 2017

What sauces & condiments are always in your #pho? Tell us using #VTAPho & name your favorite pho spot to enter our contest bit.ly/2ncl2rc #helloVTA

Solutions that move you

1 1

Twitter

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VTA riders' favorite
PHO near VTA:
THIÊN LONG
RESTAURANT

Solutions that move you

Valley Transportation Authority
Like This Page · December 12, 2017

Congratulations to Pho Thien Long Restaurant, voted our pho-natical riders' favorite #pho restaurant! It was a close call.

We list more of our riders' favorites at <http://bit.ly/2Afrfxw>

Social Media Contest 2: "Favorite Pho near VTA"



Where's your favorite
PHỞ
near VTA?



Solutions that move you



Favorite
PHỞ
garnishes?



Solutions that move you



Favorite
PHỞ
sauce?



Solutions that move you



VTA riders' favorite
PHỞ near VTA:
THIÊN LONG RESTAURANT



Solutions that move you

Social Media Contest 3: "Favorite Coffee Shop near VTA"



Home>News and Media>Connect with VTA>What's Your Favorite Coffee Shop Near VTA?
What's Your Favorite Coffee Shop Near VTA?
 1/22/2018 5:17 AM | Cody Kraatz

Coffee, cappuccino, espresso?
 Large, half caff, skinny mocha with whip?
 Whatever your order, it's what gets many of us going in the morning and through the daily grind.
 We're asking our riders to vote for their favorite coffee shop—we're focusing on local favorites based in Santa Clara County, which offers plenty of options.
What's your favorite locally owned coffee shop and the closest VTA bus route or light rail station?
 Tell us on Instagram, Twitter and our Facebook wall using #VTAcoffee and you could win \$25 to spend at your favorite cafe. Include a photo or video! See the full contest rules below.
 Can't choose just one? Post as many times as you want from Jan. 22 through 28 to have your votes counted and increase your chances of winning.

Third Wave of Coffee
 VTA has stops and stations close to many coffee shops throughout Santa Clara County that represent what's known as the "third wave of coffee."
 The third wave is defined by a focus on direct sourcing of beans, artisanal and small-batch local roasting, and a wide array of brewing methods.
 The first wave is considered, retroactively, to have been the 19th century influx of coffee into the American market with brands like Folgers and Maxwell House.
 The second wave has been defined as the period from the 1960s to the 1990s that saw the rise of specialty coffee shops and roasters, launching chains like Starbucks and Peet's Coffee & Tea.
Popular Brewing Methods
 While it all starts with the beans and everyone has their preference, there are also more ways to brew coffee than any but the most passionate aficionados are likely to have heard of.
 Espresso machines, drip coffee makers, and French presses are classics, but have you ever tried a Chemex, nitro coffee or a cold dripper? Vietnamese drip filters and various other kinds of pour-over techniques are also increasingly popular, if not commonplace.
Contest Rules
 Entries must be submitted between Jan 22 and Jan 28 at midnight to be eligible for entry. No purchase is necessary.

Blog Post

scvta • Follow
 Valley Transportation Authority
 scvta What delicious snacks do you usually buy at your favorite local coffee shop? Tell us using #vtacoffee and name your favorite cafe near VTA for a chance to win a \$25 gift card. Details at <http://bit.ly/2DtGLup> (in bio)
 A. Sweet pastry
 B. Croissant
 C. Muffin
 D. Heartier breakfast snack
 E. Other?
 #hellovta #solutionsthatmoveyou #coffeetime #coffee #coffeelover #coffeelovers
 View all 9 comments
 roumagr I love taking the 323/23 to Chromatic Coffee and having a cold brew coffee and a sweet pastry (A) like a Coffee Cake <3
 93 likes
 JANUARY 25
 Log in to like or comment.

Instagram

VTA @VTA · Jan 27
 Cappuccino, espresso? Half caff, skinny mocha with whip? Tell us your usual order, favorite locally owned #coffeeshop, and nearest VTA route using #vtacoffee by 1/28 and you could win a \$25 gift card! Details: bit.ly/2DtGLup
 #hellovta #solutionsthatmoveyou
 Solutions that move you

Twitter

Valley Transportation Authority
 Like This Page · February 10
 Our riders voted Chromatic Coffee Company as their favorite locally owned coffee shop near VTA! They also say you can't go wrong with Academic Coffee, Caffe Frascati, Social Policy, Roy's Station Coffee & Teas, and Orchard Valley Coffee.
 Find out more about our riders' favorites at <http://bit.ly/2s9Co3c>
 #vtacoffee #hellovta #solutionsthatmoveyou
 George Sheng, Florencio Perez III, Ryan Brunmeier and 18 others like this.

Facebook

Social Media Contest 3: "Favorite Coffee Shop near VTA"



Where's your favorite
LOCAL *Coffee* SHOP
near VTA?



Solutions that move you



What's your
Coffee
order?



Solutions that move you



What's your favorite
Coffee
snack?



Solutions that move you

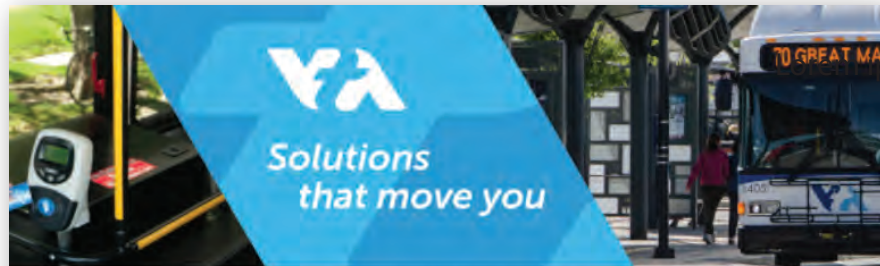


VTA riders' favorite
Coffee near VTA:



Solutions that move you

Social Media Contest 4: "Favorite Family Activities near VTA"



Home>News and Media>Connect with VTA>What Are Your Favorite Family Activities near VTA?

What Are Your Favorite Family Activities near VTA?

3/5/2018 12:01 AM | Cody Kraatz

Kids love trains and buses. And with our fantastic weather most of the year, VTA is a fun, convenient and ecofriendly travel option for an excursion with children of any age. Showing them how to ride prepares them for a lifetime of sustainable transportation.

What are your favorite kid-friendly and family activities near VTA bus and light rail?

Tell us using #vtafamily through March 11, name the nearest bus route or light rail station, and you'll be entered to win a \$25 gift card to help with your next outing. See the full contest rules below.

We'll announce our riders' favorite family activity on March 12 once we tally the votes.

Fun Favorites

If you're looking for fresh ideas for a family field trip on transit, here are some to consider:

- 1. Children's Discovery Museum**
Santa Clara County is fortunate to have a fantastic museum focused on young children, very well-served by VTA light rail and Route 23. The new Bill's Backyard exhibit gives children space to "discover the natural world."
- 2. Happy Hollow Park and Zoo**
Happy Hollow offers a fun mix of animals, education, performances, playgrounds and kid-friendly rides. It's conveniently served by routes 25 and 73.
- 3. Museums**
Other museums throughout the county cater to families with young children and are well-served by VTA.
 - The Tech Museum of Innovation (Light Rail and many routes including DASH shuttle, 22, 522, 23, 323, 63, 64, 65, 68, 81, 181)
 - Palo Alto Junior Museum and Zoo (Route 35)
 - Computer History Museum (Route 40)
 - History Park at Kelley Park (Routes 25 and 73)
 - Campbell Historical Museum (Route 26 and Light Rail)
- 5. Amusement Parks**
 - Great America (Light Rail and routes 55, 57, 60)
 - Raging Waters (Routes 12, 22, 26, 31, 39, 70, 71, 77, 522)
- 6. Many Great Public Parks**

Blog Post



Instagram



Twitter

Valley Transportation Authority
Like This Page · March 17 ·

Our riders' favorite family activity is a visit to the Dr Martin Luther King, Jr Library!

Thanks to everyone who voted in our #vtafamily contest. Congratulations to Jai and Zachary for winning day passes on the VTA EZfare app for your next outing.

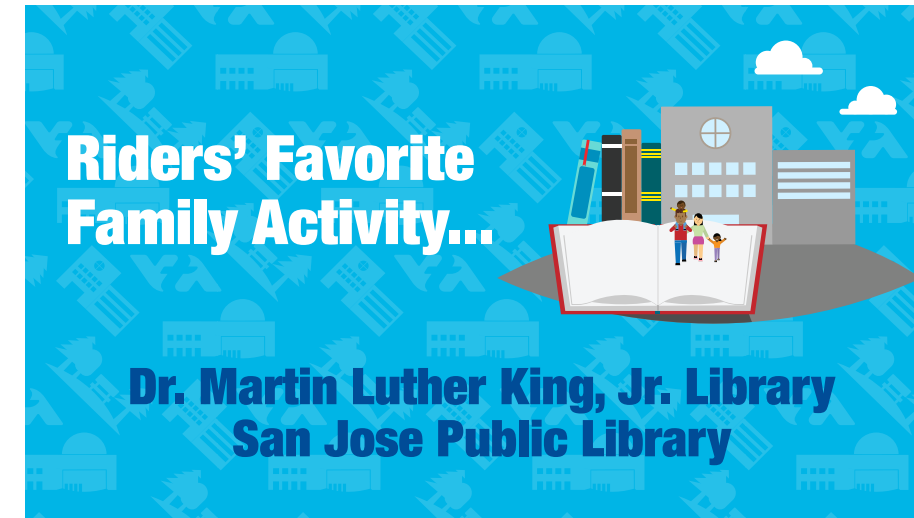
#hellovta #solutionsthatmoveyou

George Sheng, Ediriweera Madushanka, 511 SF Bay and 7 others like this.

View 1 comment

Facebook

Social Media Contest 4: "Favorite Family Activities near VTA"



Social Media Contest 5: "Favorite Ice Cream Shop near VTA"




Home>News and Media>Connect with VTA>What's Your Favorite Ice Cream Shop near VTA?

What's Your Favorite Ice Cream Shop near VTA?

8/1/2018 4:29 AM | Cody Kraatz

[f](#)
[t](#)
[in](#)
[G+](#)
[+](#)
444



Summer's heat calls for frozen treats.

What's your favorite local ice cream or chilled dessert shop near VTA?

Tell us by Aug 8 using #VTAicecream and with the nearest VTA station or stop, and you could win a gift card large enough to eat WAY too much of your favorite order.

Ice cream trucks count too, as long as they set up near VTA. And you can submit as many entries as you'd like, so treat early and treat often! See the [full contest rules](#) below.


If a classic ice cream cone or sundae isn't your thing, you'll find many other options at dozens of great shops a short walk from VTA routes. Are any of these your favorite?

- Rolled ice cream
- Ice cream cookies sandwich
- Frozen custard
- Frozen yogurt
- Ice cream mocha
- Popsicles
- Gelato
- Ice cream mochi
- Macarons
- Sherbet
- Sorbet
- Root beer float

Contest Rules

Entries must be submitted **between Aug 1 and Aug 8 at midnight** to be eligible for entry. No purchase is necessary.

Blog Post



scvta • Follow

scvta Sprinkles, fruit, candy, syrup, mochi...what's your favorite frozen dessert topping?

Share your top ice cream or other frozen dessert spot near VTA, plus the nearest route, with #VTAicecream for a chance to win a \$25 gift card! Contest details: <http://bit.ly/2vyp5rR>

#helloVTA #solutionsthatmoveyou to #icecream #icecreamlover #icecreamlovers # #froyo #frozenyogurt #dessert #icecreamweather icyrushco 🍦

24 likes

AUGUST 7

Log in to like or comment...

Instagram

VTA @VTA · Aug 3

What's your favorite kind of #icecream or frozen dessert for a #Friday treat?

Tell us and name your favorite shop near VTA using #VTAicecream for a chance to win a gift card & #VTAEZfare day passes! bit.ly/2vyp5rR

#hellovta #solutionsthatmoveyou to ice cream



Twitter

Facebook



Valley Transportation Authority

Like This Page · August 13 · 🌐

Congratulations to CREAM, voted VTA riders' favorite ice cream shop! And thank you to everyone who voted.

Stop by CREAM for an ice cream sandwich before or after your next VTA ride. It's located steps from Light Rail, Rapid 522, 22, 23, and many more routes. <http://bit.ly/2B4kGCK>

#VTAicecream #hellovta #solutionsthatmoveyou to #creamnation #DTSJ

Rene Nunez, George Sheng, Luis Hernandez and 3 others like this.

View all 2 comments

Social Media Contest 5: "Favorite Ice Cream Shop near VTA"

