



APTA 2019 AdWheel Awards

Category 2: Best Marketing and Communications Educational Effort

Hey Vancouver—it's your transit!

Contents

- Online Application..... 1

- Print Media3
 - Interior Ads* 3
 - Platform Ads* 5

- Partnership7
 - Partnership with Seth Rogen*7
 - Supplementary Materials* 10

Online Application

APTA 2019 AdWheel Awards

Category 2: Best Marketing and Communications Educational Effort

Hey Vancouver—it's your transit!

Contact: Steve Vanagas
Vice President, Customer Communication & Public Affairs
email: steve.vanagas@translink.ca

Company: South Coast British Columbia Transportation Authority (TransLink)
#400 - 287 Nelson's Court, New Westminster, BC V3L 0E7 Canada

Background & Target Audience

With the launch of contactless credit card payment on our Compass Card fare-payment system, Visa tapped actor Morgan Freeman to voice station announcements promoting this new option. A day later, they were paused after Visa suspended the actor as spokesperson. This prompted actor and comedian Seth Rogen to offer up his voice to TransLink for announcements in a tweet. We capitalized on the offer to use Rogen's voice to bolster our upcoming etiquette campaign to improve the customer experience on transit. The target audience for this campaign was our customers, while building excitement in transit for our infrequent and occasional users.

Situation & Challenges

Transit ridership is booming in Metro Vancouver, soaring to a record-breaking 407 million boardings in 2017 amidst declining ridership in Canada and the US. Only four urban areas with populations over one-million that saw ridership growth in 2017 and Metro Vancouver led the way with a 5.7% year-over-year growth. Over the past 10 years (2008–2017), our region's population has grown by 14.6% and transit ridership has far outpaced it, growing 37.5% in the same period.

This unprecedented growth means transit is becoming the preferred option for more people in the region. Taking transit means sharing space. With this campaign, we challenged our customers to make their transit ride even more awesome, while educating new customers the little actions that can make for a better experience.

Strategy & Objective

We wanted to improve the customer experience, increase public support and enhance the brand. Each transit agency grapples with etiquette problems and there's no "one size fits all" solution. There were two parts to the campaign: the station and in-vehicle announcements voiced by Rogen, and interior ad cards, illustrated by students at a local art and design university who are also our customers.

It was clear to us from the outset that to remedy lousy behavior on transit, you have to be on transit. That meant resisting the urge to blast our etiquette messaging on social media or any other medium where the audience may or may not be our customers. This ensured customers first saw the illustrations and heard the unique Rogen announcements in situ on transit.

Results, Impact & Measurement

On a shoestring budget, the campaign generated the 2nd highest level of awareness among a list of 12 recent TransLink initiatives. Market research found 77% awareness, with many saying it made them feel more positive about TransLink. Across social, there was a 1300% increase in total engagement, 776% increase in reach and our promo video amassed over 2 million views.

- Recognized by Fast Company as a top ad of the week next to Burger King and Apple
- Other transit agencies joined in the conversation, asking their customers who they'd like to be a celebrity guest voice
- International media coverage, including CNN, BBC, The Washington Post, CBS, GQ, Times of Israel and more
- Many customers said it worked including one customer who took action after hearing the "backpacks off" announcement

Submission Reasoning

The pausing of the Freeman announcements was a public relations crisis for TransLink. Within hours of the news breaking, we turned the conversations around by listening to our customers on social. We jumped on chatter, immediately responding and engaging with Rogen.

The conversation changed from the TransLink brand associating with Freeman, to associating with Rogen and the excitement having a local celebrity guest voice announcements.

We managed to turn a negative into a positive to bolster our etiquette campaign, reaching far more people. We also enhanced our brand associating ourselves with Rogen.

This was all done through a shoestring budget. Rogen voiced the announcements pro bono and the interior ads used reserve space owned by TransLink.

Print – Transit Environment

Interior transit ads

**Hey Vancouver,
thanks for being
even more awesome!**

And keeping the
seats free for others.

ECUAD Student Artist:
A. VandenBerg

EMILY CARR
UNIVERSITY OF ART + DESIGN



**Hey Vancouver,
thanks for being
even more awesome!**

And keeping the
doorways clear.

ECUAD Student Artist:
S. Wilson

EMILY CARR
UNIVERSITY OF ART + DESIGN



**Hey Vancouver,
thanks for being
even more awesome!**

And giving your seat to
someone who needs it.

ECUAD Student Artist:
K. Parker

EMILY CARR
UNIVERSITY OF ART + DESIGN



Print – Transit Environment

Interior transit ads

**Hey Vancouver,
thanks for being
even more awesome!**

And taking your backpack
off to make room for others.

ECUAD Student Artist: **EMILY CARR**
C. Wei UNIVERSITY OF ART + DESIGN

An illustration of twelve diverse people, each wearing a backpack of various styles and colors. They are arranged in two rows of six, standing in a line as if waiting for a transit vehicle. The style is simple and colorful.

**Hey Vancouver,
thanks for being
even more awesome!**

And keeping your
feet off the seats.

ECUAD Student Artist: **EMILY CARR**
Y. Mai UNIVERSITY OF ART + DESIGN

An illustration of a person sitting on a transit seat, with their feet propped up on the seat in front of them. The person is wearing blue pants and red sneakers. The background shows the interior of a transit vehicle with other seats and windows.

**Hey Vancouver,
thanks for being
even more awesome!**

And being kind
to each other.

ECUAD Student Artist: **EMILY CARR**
A. Quigley UNIVERSITY OF ART + DESIGN

An illustration of a diverse group of people in a transit setting. A woman in a yellow dress is talking to a man in a blue hat. A woman in a red headscarf is holding a cane. A man in a green shirt is talking to a man in a blue jacket. A woman in a purple headscarf is talking to a man in a blue jacket. A man in a blue jacket is holding a red bag. A woman in a red dress is holding a green bag. The background shows blue seats and a window.

Print – Transit Environment

Platform ads



Print – Transit Environment

Platform ads and billboards



ECUAD Student Artist: A. Quigley


**Hey Vancouver,
thanks for being
even more awesome!**

And being kind to each other.

translink.ca

EMILY CARR
UNIVERSITY OF ART + DESIGN

TRANS LINK



ECUAD Student Artist: A. VandenBerg


**Hey Vancouver,
thanks for being
even more awesome!**

And keeping the seats
free for others.

translink.ca

EMILY CARR
UNIVERSITY OF ART + DESIGN

TRANS LINK



ECUAD Student Artist: S. Wilson

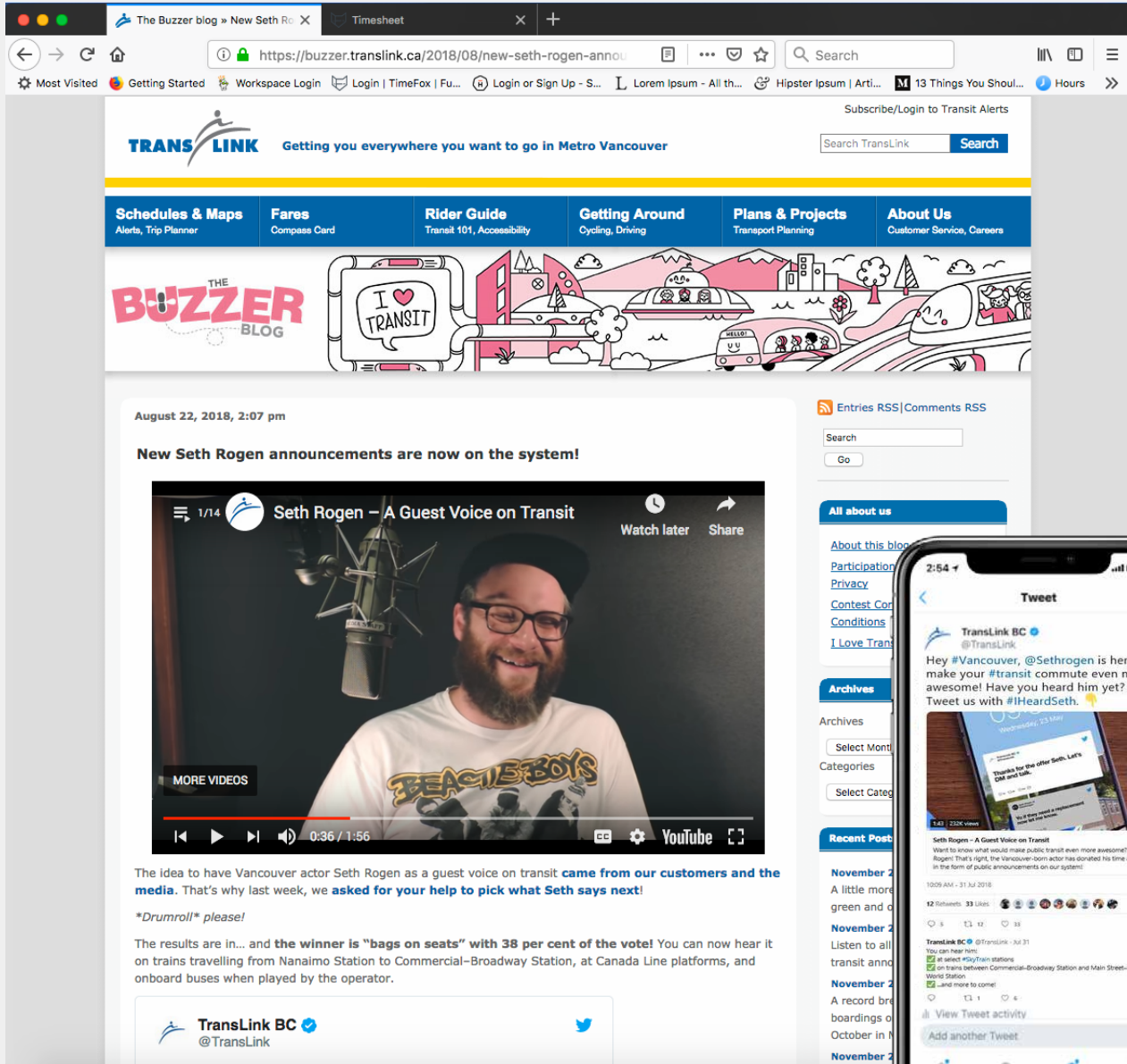
**Hey Vancouver,
thanks for being
even more awesome!**

And keeping the doorways
clear.

translink.ca

EMILY CARR
UNIVERSITY OF ART + DESIGN

TRANS LINK



Twitter

<https://buzzer.translink.ca/2018/08/new-seth-rogen-announcements-are-now-on-the-system/>



“Hey Vancouver! Here’s a tip to make your transit ride even more awesome. You know those seats for the people who really need them? They’re for the people who really need them. So if you don’t really need them, don’t sit on them! And if you’re like, you can probably use the exercise anyway. Thank you for using TransLink.”

If you’d like to listen to Seth’s etiquette PSAs, TransLink has posted all of them to its [YouTube channel](#).

Hey Vancouver! It’s Seth. Here’s a tip to make your transit ride even more awesome. I’m really happy you got plans tonight... really, I am. But unless I’m invited, I don’t need to hear about it, and unless you have a really good reason, don’t be one of those people using those speakerphones in public. Have fun tonight, by the way, and thanks for using TransLink.

Hey Vancouver! It’s Seth, and here’s a tip to make your transit ride even more awesome. When using an escalator, please stand to the right to allow people to pass you on the left, just like when you’re driving on the road... or what it’s supposed to be like when you’re driving on the road and you’re not stuck in that amazing Vancouver traffic. Thanks for using TransLink.

Hey Vancouver, it’s Seth! Welcome aboard! The 99 runs near where I used to live and it also takes you to UBC. I never went to university, and I kind of always wanted a degree. And I realized, I could probably get one of those honorary degrees, so if you run into the principal, or whatever you call the boss of UBC, put in a good word for me, okay? Thanks for riding with TransLink.

Partnership

Voice Announcement partnership with Seth Rogen

Hey Vancouver! Here's a tip to make your transit ride even more awesome. Those sneakers are great, but the bottoms of them? Not so much. So keep your feet off the seats, which not only rhymes but it will prevent someone from having to sit in that gum you stepped on.

Hey Vancouver! It's Seth. Here's a tip to make your transit ride even more awesome. I know your bag is probably very nice and you care deeply for it, but that doesn't mean it needs its own seat. Keep your bag in your lap or on the floor so human beings can occupy the seats.

Hey Vancouver, it's Seth! Welcome aboard! UBC students, the 99 is like your apartment, except that it's cheaper with a few more roommates and you have to clean up after yourselves. Oh, and you can't throw a party in here, but if somehow you do, please invite me. Thanks for riding TransLink.

Hey Vancouver, it's Seth! Here's a tip to make your transit ride even more awesome. We actually have good public transit in this city, and another train will be coming shortly. So please don't stop the automatic train doors from doing their thing, it can cause delays and make you look like a real jerk in front of everybody.

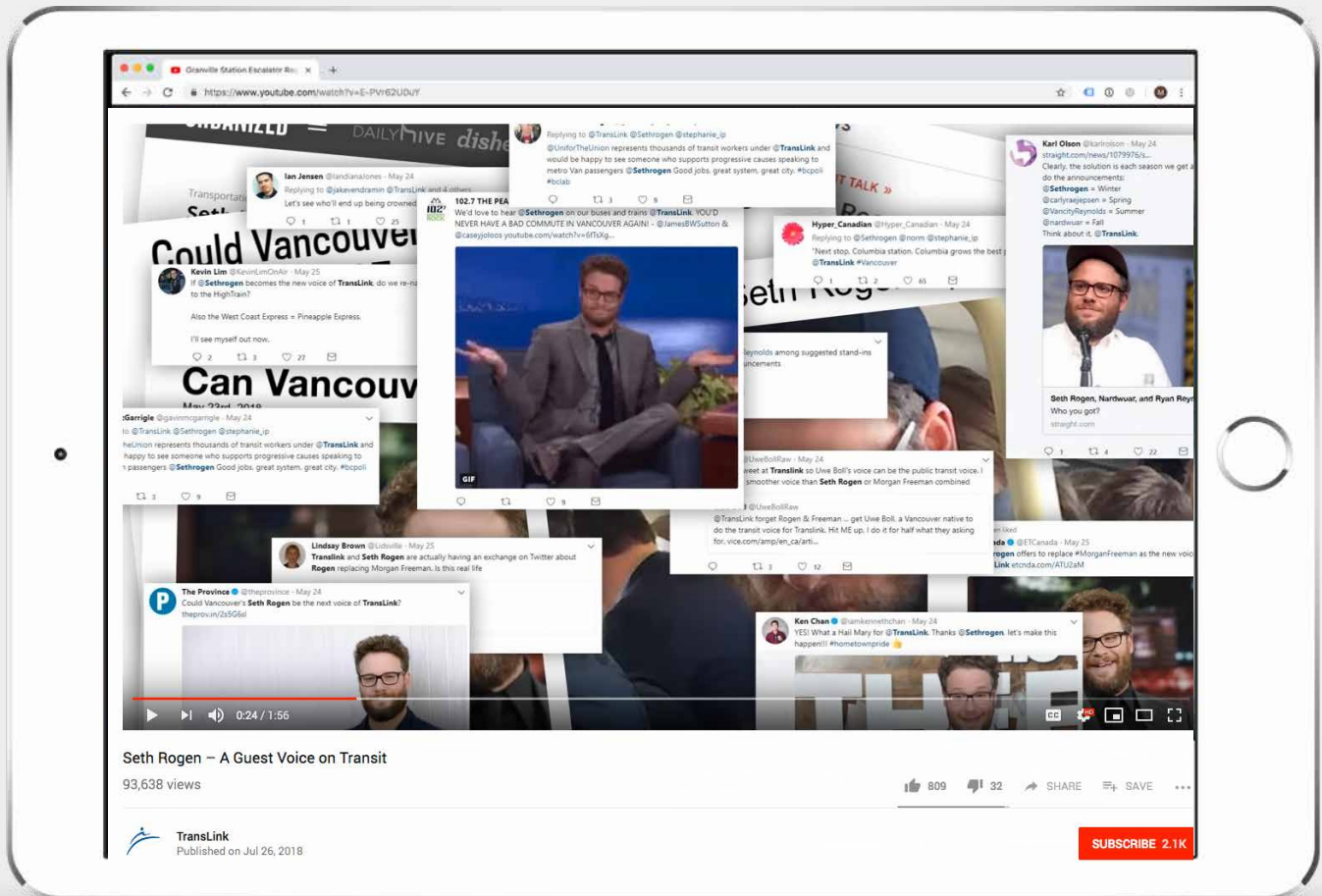
Hey Vancouver, it's Seth! Here's a tip to make your transit ride even more awesome. Before you get on the train, let the people on the train get off first. That way, there's room, and you guys won't be running into each other like rugby players. Not football... rugby. Thank you.

Hey Vancouver, it's Seth and here's a tip to make your transit ride even more awesome. I love music just as much as you do, but to be honest I'm probably not a fan of your music. So please turn it down, you're killing us here. And you're damaging your own hearing, nobody is winning in this situation.

Hey Vancouver, it's Seth! Here's a tip to make your transit ride even more awesome. Look, I get it, we all want to smell good. But let's not overdo it with the colognes and the perfumes while we're on public transit, because some people are very sensitive to that stuff. As long as you're riding the train, take it easy.

Hey Vancouver, here's a tip to make your transit ride even more awesome. There's close, and then there's too close. If you feel unsafe or see harassment happening on transit, text 87-77-77 for Transit Police or 9-1-1 if it's an emergency. Thanks for using transit.

Hey Vancouver,



Videos

(media coverage, promotional videos and a selection of the transit etiquette announcements):

<https://www.youtube.com/watch?v=RDPfcnxPXYA&list=PL0nguxLLheorpOuo7k6rc1CmGc3i8iz8E>

<https://www.youtube.com/watch?v=RDPfcnxPXYA>

<https://www.youtube.com/watch?v=cNEjhNRyBUk>

Listen to all the announcements:

<https://soundcloud.com/translinkbc/sets/seth-rogen-a-guest-voice-on/s-GBCzC>

Tweet from Seth:

<https://twitter.com/Sethrogen/status/999696056005939200>

Thank You!