



## **APTA 2019 AdWheel Awards**

Category 1: Best Marketing and Communications to  
Increase Ridership or Sales

**Tap to Pay**

# Contents

## Tap to Pay Comprehensive Campaign

- Online Application..... 1
  
- Phase 1 Print Media .....3
  - Transit Environment*..... 3
  - Booklet*..... 8
  - Rack Card*..... 9
  
- Phase 1 Electronic Media ..... 10
  - LCD Screen*.....10
  - Digital Banner Ads*..... 11
  - Website Homepage*.....12
  - Video*.....13
  
- Social Media ..... 14
  - Phase 1 Facebook* ..... 14
  - Phase 2 Twitter*..... 15
  - Phase 2 Instagram*..... 15
  
- Phase 2 Print Media ..... 16
  - Transit Environment*.....16
  
- Phase 2 Electronic Media ..... 18
  - Video*.....18
  
- Phase 2 Partnerships ..... 19
  - Partnership with Google Pay*..... 19
  - Partnership with BC Lions* .....27
  
- Supplementary Links.....29

# Online Application

## APTA 2019 AdWheel Awards

Category 1: Best Marketing and Communications to Increase Ridership or Sales

### Tap to Pay Comprehensive Campaign

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## Background & Target Audience

We successfully launched a full-scale campaign to gain new riders when we opened our Compass payment system to accept credit cards and mobile wallets:

### Phase 1: Card Clash Education

- Card clash occurs when multiple cards in a wallet are tapped against the card reader and the customer gets charged on a card they didn't intend to pay with. Targeting our core rider group, the education campaign encouraged customers to adopt the proper tap behavior.

### Phase 2: Get Tap Happy

- Next, we built excitement and educated riders on how to make the most of Tap to Pay. While Compass cards still offer transit users the best value, this campaign aims to increase ridership, targeting occasional riders and tourists who no longer need to dig for change or wait at the vending machines to purchase a ticket.

## Situation & Challenges

Many choose to take public transit every day because it's an efficient way to get around. Alternatively, occasional riders experience pain points like being stuck without exact change for bus and not understanding how the fare system works.

Tap to Pay is our commitment to making tapping on and off easy by allowing customers to use the payment option they're most comfortable with.

To prevent card clash from overshadowing the benefits of Tap to Pay prior to the rollout, we had to educate and incentivize customers to adopt the proper tap behavior. In order to successfully drive preference for transit and grow ridership at launch, we had to demonstrate the benefits of Tap to Pay in a manner that resonates with our entertainment and tourist riders.

## Strategy & Objective

Our objectives were two-fold: to mitigate card clash by getting riders in the habit of tapping their cards and not their wallets at the payment pads; and to highlight the benefits of Tap to Pay to grow ridership. To achieve this, we:

- developed a simple and clear mantra to expedite recall and adoption of the proper tap behavior – “Tap your card, not your wallet”;
- developed educational materials to create broad comprehension of card clash; comedic angle sparked talkability and left a lasting impression;
- leveraged paid media to build excitement at high traffic locations;
- provided branded sleeves to physically separate cards from customers’ wallets;
- provided in-person outreach to support riders; and
- partnered with Visa, Google and BC Lions Football Team to inform and celebrate tap to pay.

## Results, Impact & Measurement

As the top performing campaign in the past five years to successfully grow ridership, we:

- delivered over 10 million impressions and generated thousands of positive comments across social media during the two phases through transit and out-of-home advertising, point-of-sale signage, digital, social, video, earned media and outreach;
- card clash education achieved 74% aided recall and reduced instances of people tapping their wallet from a reported 19% to 8%. Number of refunds processed due to card clash refund was minimal;
- campaign alleviated the TransLink brand; customers rated their experience tapping in and out of transit 8 or higher out of 10; and
- surpassed ridership targets and hit one million credit card and mobile wallet taps within three months of launch and three million as of October.

## Submission Reasoning

The campaign surpassed targets and achieved: behavior change in four months; strong awareness of new payment options; was instrumental in ridership growth amongst tourists and entertainment travelers with one million credit card and mobile wallet taps within three months of launch and three million as of October.

We’re also able to reach untapped markets to grow ridership via partnership opportunities with multinational brands like Visa, Google, and BC Lions football club.

In sum, we’re committed to empowering customers and ensuring their experience on transit is an easy one. This dynamic ridership growth campaign with content and creative that entertains and educates has breathed new life into our brand and has allowed us to tap into the hearts of Metro Vancouverites.

## Phase 1 Print – Transit Environment

### Posters



Platform posters



SkyTrain interior cards



# Watch out for card clash!

More ways to pay starting May 22.

Tap only your Compass Card to ensure the credit card in your wallet isn't charged.

[translink.ca/taptopay](https://translink.ca/taptopay)



# Phase 1 Print – Transit Environment

## In Station Posters



# Phase 1 Print – Transit Environment

## Compass Vending Machine Toppers

**Starting May 22**

We're introducing new options for customers who buy Compass Tickets or pay by cash.

Tap a contactless **Visa®** or **Mastercard®** credit card or **mobile wallet** on card readers to pay an adult cash fare.

**New convenient options to pay your adult cash fare**

Tap your contactless **Visa®** or **Mastercard®** credit card

Tap your **mobile wallet** loaded with a **Visa®** or **Mastercard®** credit card

**Keep using a Compass Card for discounted rates**

[translink.ca/taptopay](https://translink.ca/taptopay) **TRANS LINK**

Compass vending machine topper creative





## Phase 1 Print – Transit Environment

Bus Interior and Card Readers



**Starting May 22...**

[translink.ca/taptopay](http://translink.ca/taptopay)



**New convenient options to pay your adult cash fare**

Tap your contactless **Visa®** or **Mastercard®** credit card

Tap your **mobile wallet** loaded with a **Visa®** or **Mastercard®** credit card

**Keep using a Compass Card for discounted rates**



**Tap your card, not your wallet**


to ensure the credit card in your wallet isn't unintentionally charged.



## Enjoy more ways to pay for transit!

Tap and ride everywhere with your contactless Visa® or Mastercard® credit card or mobile wallet. You'll automatically be charged the adult cash fare.

- **No cash required.**
- **No need to line up for a Compass Ticket.**
- **Transfer across all modes with a 90-minute transfer window.**

Look for this symbol  on your Visa® or Mastercard® credit card to ensure it's contactless. Accepted mobile wallets include Apple Pay, Google Pay or Samsung Pay linked to a Visa® or Mastercard® credit card. Debit cards are not accepted.

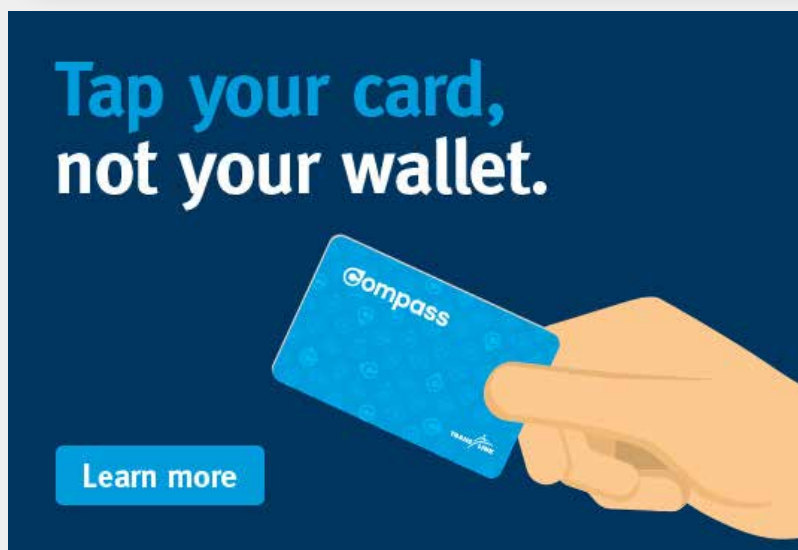
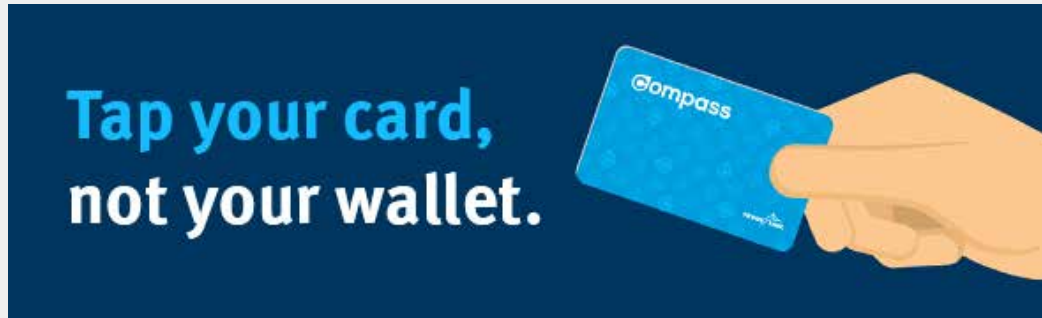
### How it works

- Tap your card or device on card readers when you start your journey, exit or transfer. Buses are tap in only.
- One card or device per person: each person must carry their own proof of payment.

# Phase 1 Electronic Media – Transit Environment

LCD Screen





Digital banner ad creative

**TRANS LINK** Getting you everywhere you want to go in Metro Vancouver

Subscribe/Login to Transit Alerts

Search TransLink Search

**Schedules & Maps** Alerts, Trip Planner | **Fares** Compass Card | **Rider Guide** Transit 101, Accessibility | **Getting Around** Cycling, Driving | **Plans & Projects** Transport Planning | **About Us** Customer Service, Careers

**Trip Planner** | **Next Bus** | **Google Transit**

Departing from?  Enter an address, intersection, landmark or stop number.

Going to?  See list of locations... More search tips... Transit Maps...

Departing  Arriving

12:35 PM 11-19-2017

Depart/Arrive Within 30 Minutes of R

**Plan My Trip**

**Get Schedules:**

Bus SkyTrain SeaBus West Coast Express Airport

**Tap your card, not your wallet.**

Learn more

**What's New** | **Media Releases** | **Compass**

**Pattullo Bridge Lane Closures**  
As part of our ongoing safety inspections, we are closing two lanes of the bridge from Nov. 13 to 16 and on Nov. 20. The lane closures will occur between 10 p.m. and 5 a.m.  
[Learn more about the lane closures...](#)

**Sign Up for our eNewsletters**  
Stay up-to-date on projects, transit service changes, and other initiatives.  
[Link to TransLink Subscription Centre](#)

**Report Lost Items Online**  
Leave something behind on transit? Find your lost item faster by filling out our online Lost Item form.  
[Report lost item...](#)

**Buzzer Blog**

**Nov 16, 2017**  
TransLink launches double-decker bus pilot project

**Nov 15, 2017**  
Happy Birthday Pattullo Bridge

**Nov 14, 2017**  
TransLink secures \$200 million in tenth bond issue

**Nov 10, 2017**  
Upcoming Pattullo Bridge Lane Closures

[View more posts...](#)

**Transit Alerts**

**Sign Up for Alerts**

**Bus**  
Service Alerts

**SkyTrain**  
Service Alerts

**SeaBus**  
Operating Normally

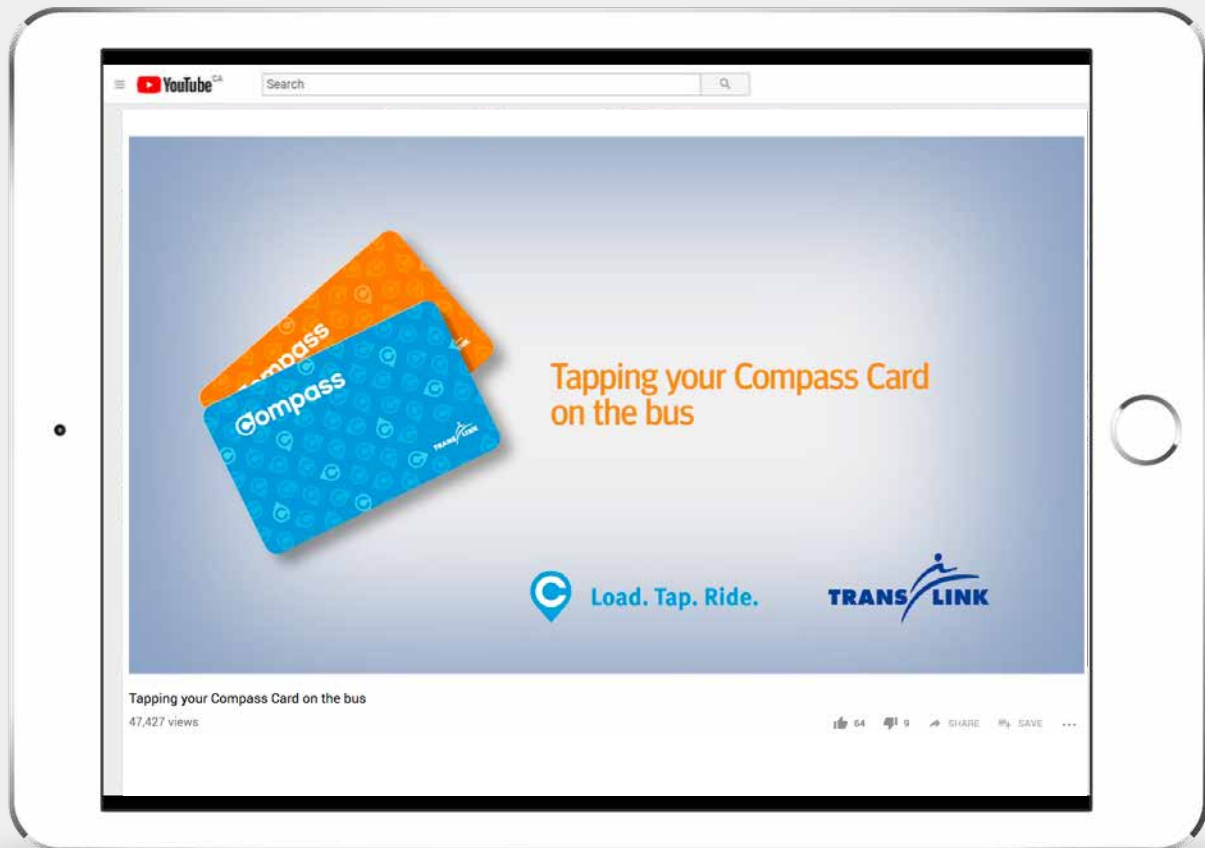
**West Coast Express**  
Operating Normally

**HandyDART**  
Operating Normally

**Station Access**  
Service Alerts

**Info Services**  
Operating Normally

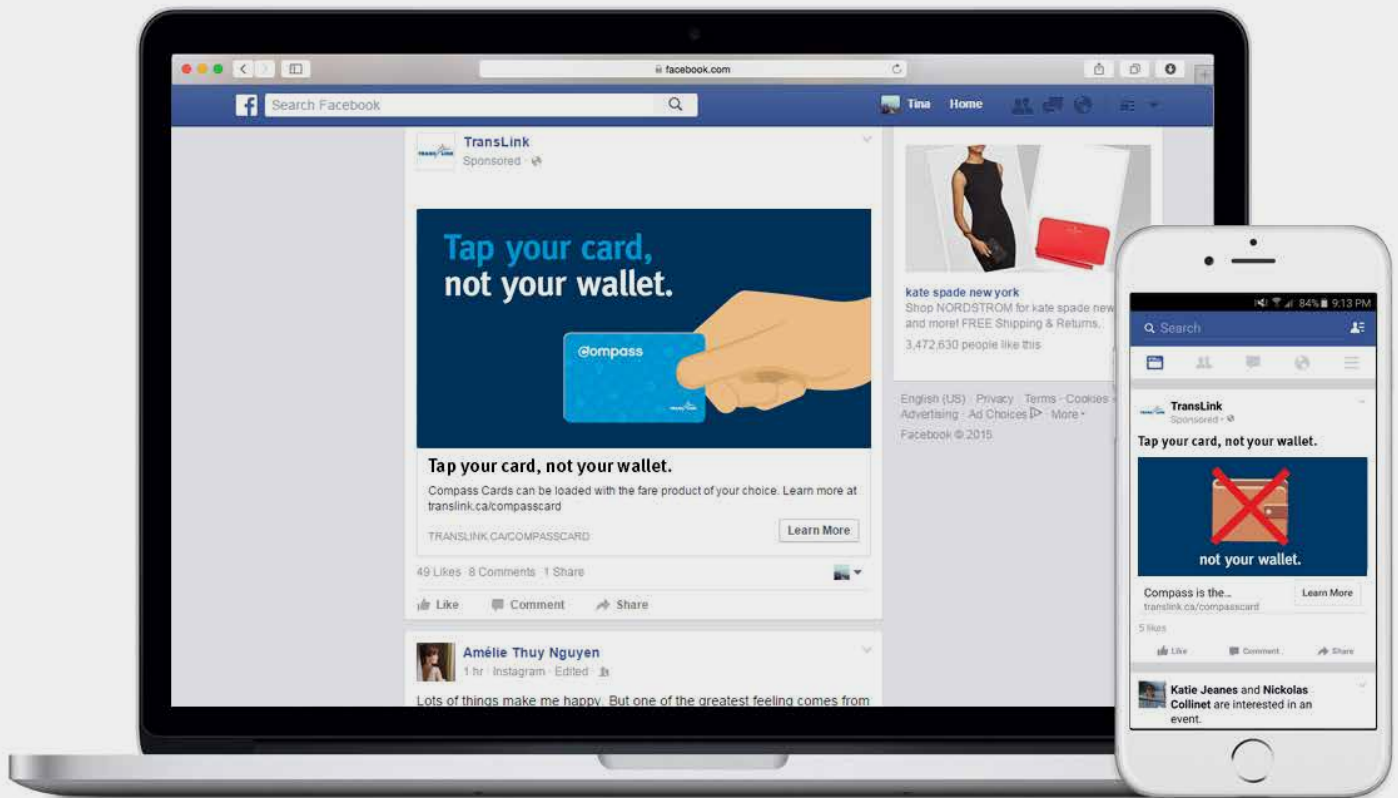
[See all Alerts...](#)



[https://www.youtube.com/watch?v=pvoA43yb\\_rQ](https://www.youtube.com/watch?v=pvoA43yb_rQ)

# Phase 1 Social Media

Facebook



Facebook



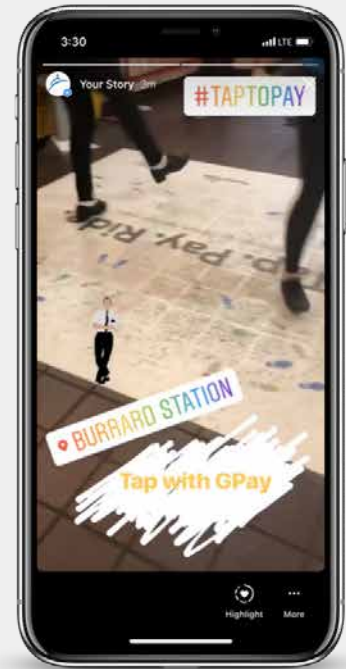
## Phase 2 Social Media



Twitter



Instagram



Instagram Stories

### Twitter

<https://twitter.com/TransLink?lang=en>

<https://twitter.com/translink/status/999066176809504768?lang=en>

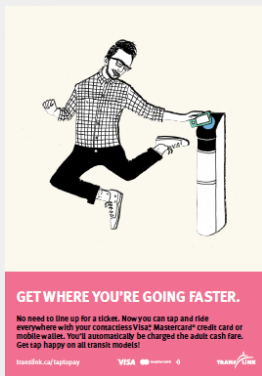
<https://twitter.com/translink/status/988568275993931777?lang=en>

### Instagram

<https://www.youtube.com/watch?v=6rhA7j0rck8>

# Phase 2 Print – Transit Environment

## Transit Shelters and Posters



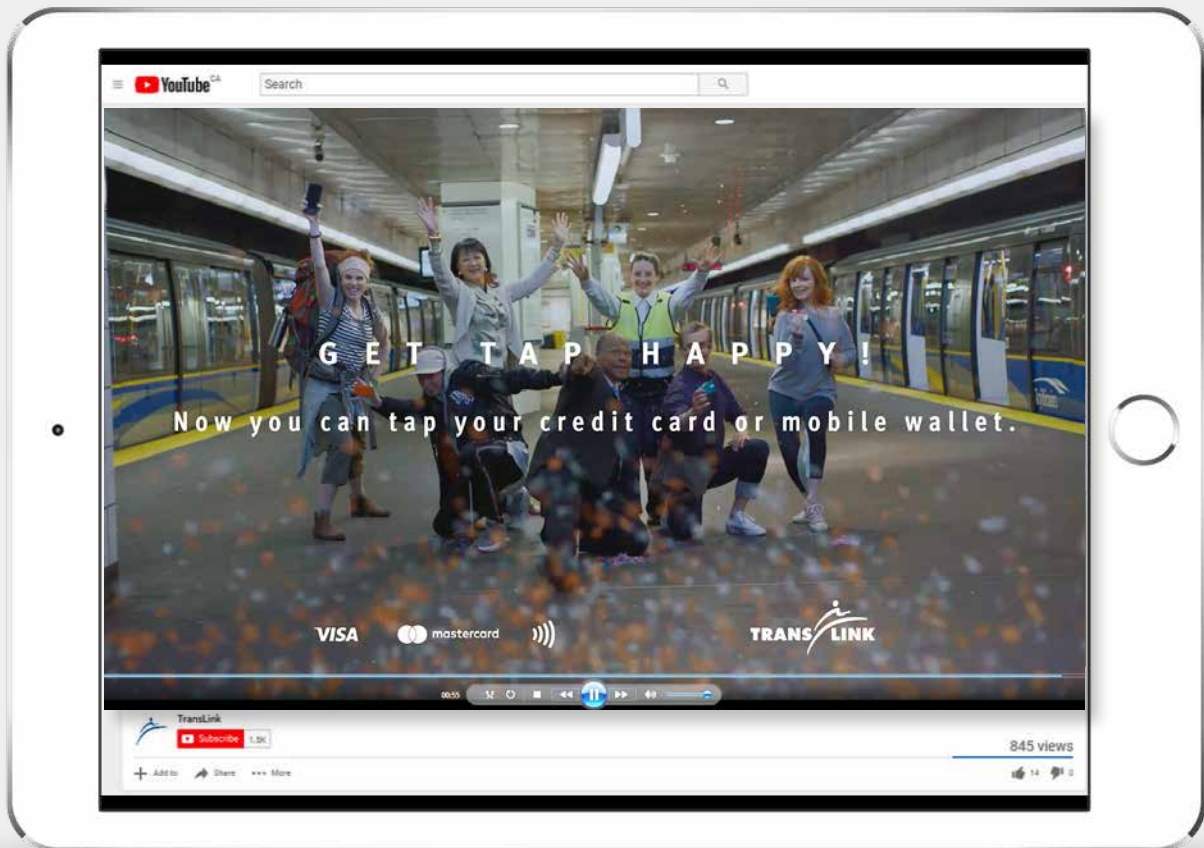
Transit shelters and posters

## Phase 2 Print – Transit Environment

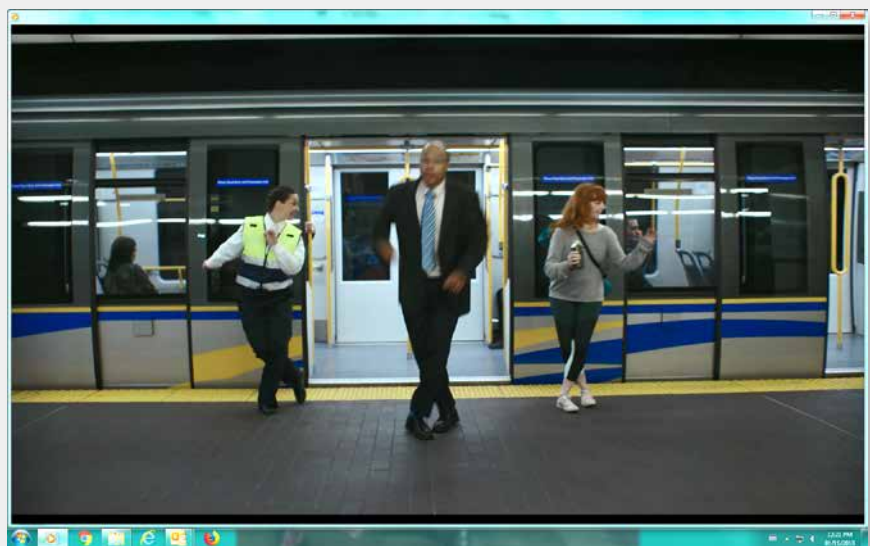
### Compass Vending Machine Toppers



Compass vending machine topper

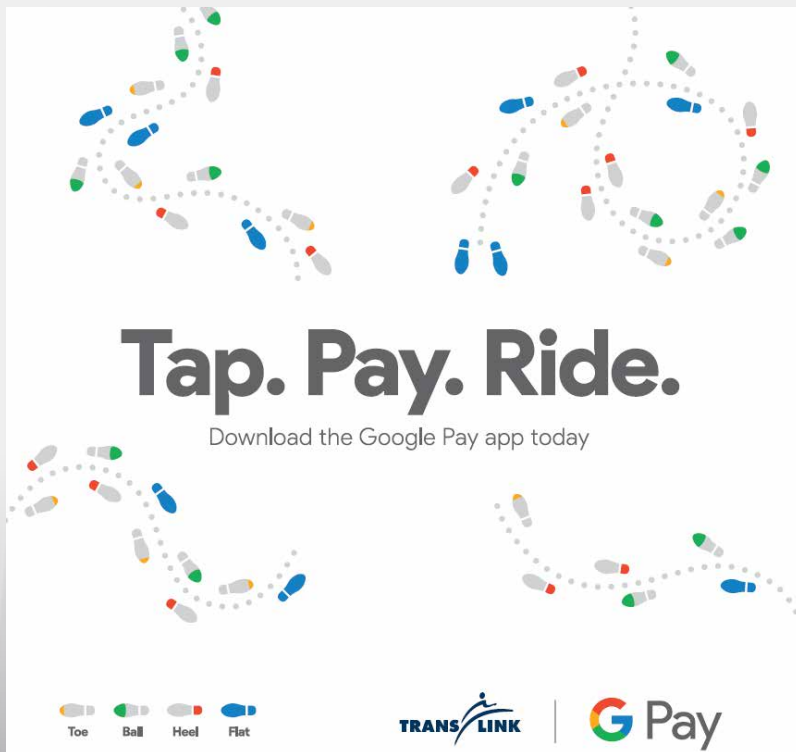


<https://www.youtube.com/watch?v=RHJIV5rbR1Q>



## Phase 2 Partnership

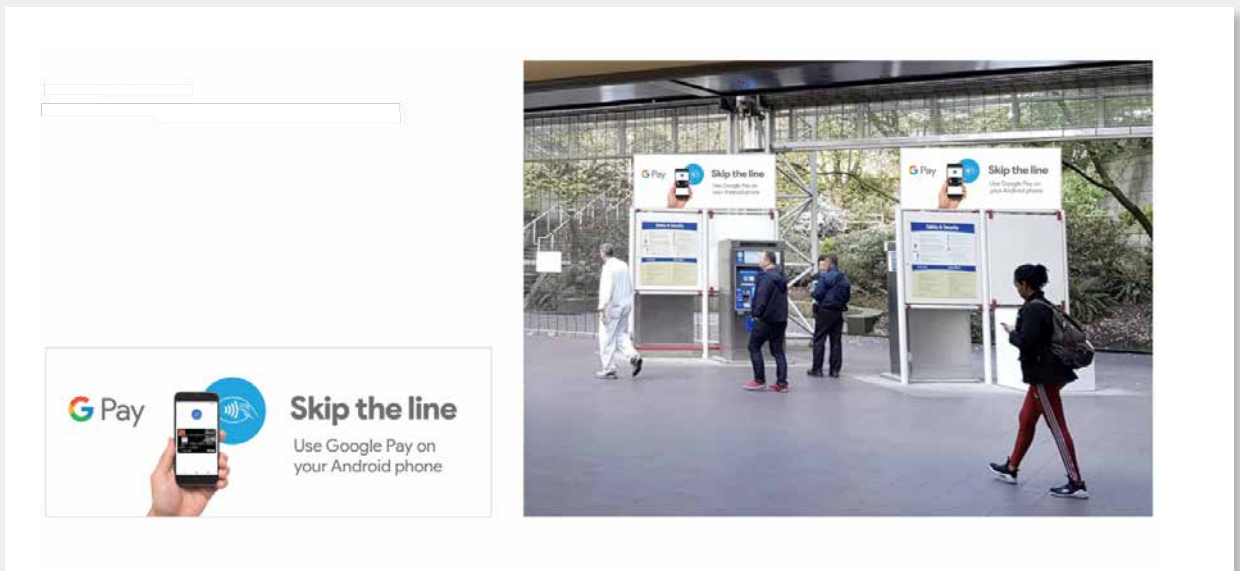
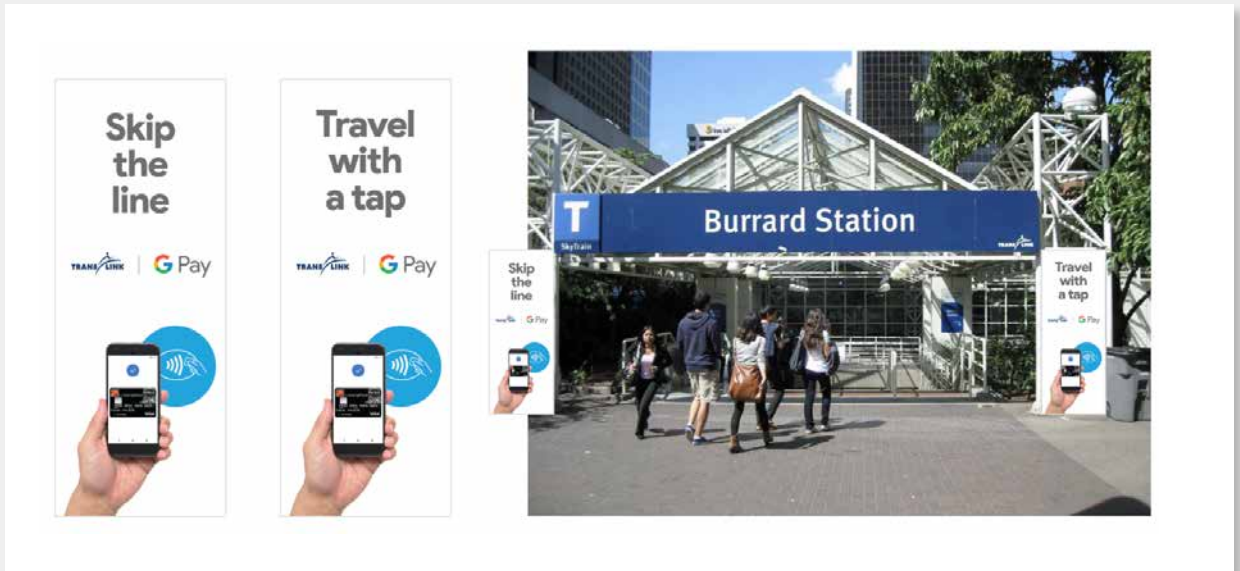
Get Tap Happy - partnership with Google Pay



Floor decal creative

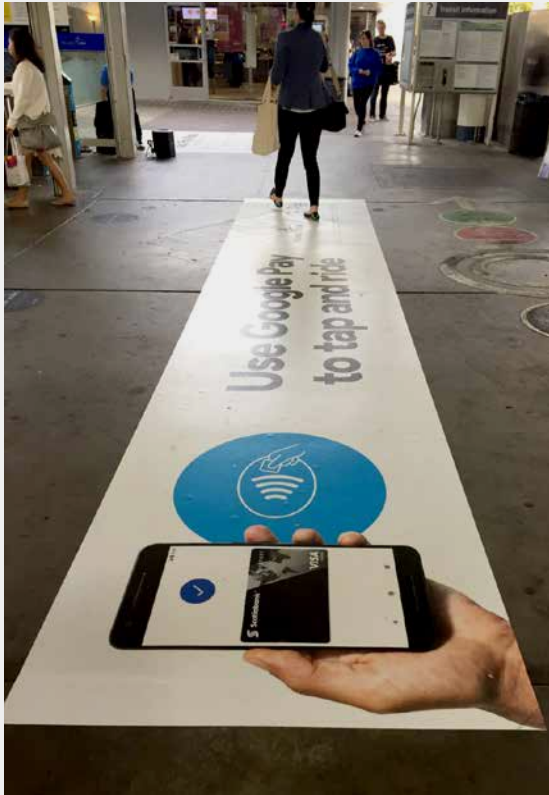


Phase 2 Partnership  
Partnership with Google Pay



Station graphics

Phase 2 Partnership  
Partnership with Google Pay



Pillar wrap and floor decals

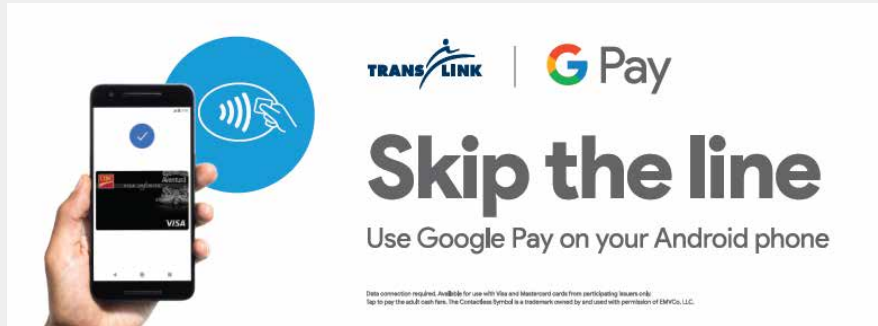
## Phase 2 Partnership

Get Tap Happy - partnership with Google Pay





Phase 2 Partnership  
Partnership with Google Pay



Compass vending machine topper

Phase 2 Partnership  
Partnership with Google Pay

**TRANS LINK** | **G Pay**

# Skip the line

Use Google Pay on your Android phone

The Contactless Symbol is a trademark owned by and used with permission of EMVCo, LLC.

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**TRANS LINK** | **G Pay**

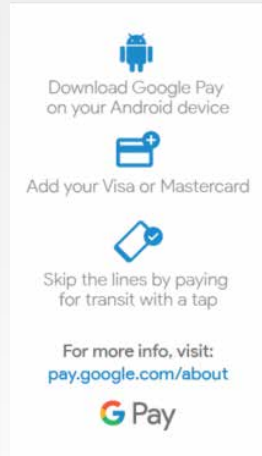
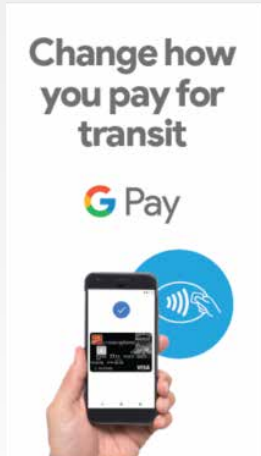
# Skip the line

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Digital banner ads

Phase 2 Partnership  
Partnership with Google Pay



Rack card creative



Street Team

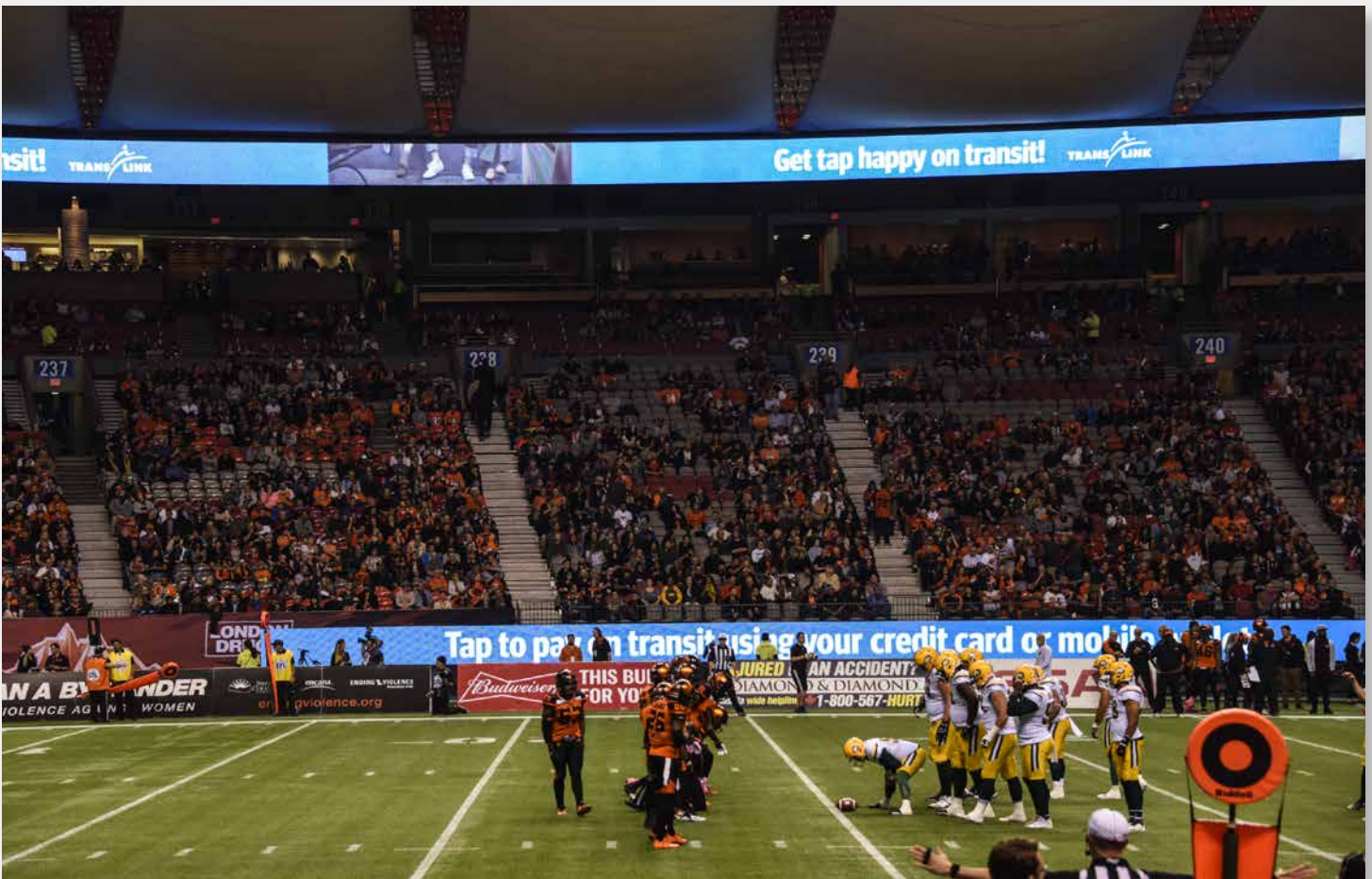
Phase 2 Partnership  
Partnership with Google Pay



Phase 2 Partnership  
Partnership with BC Lions



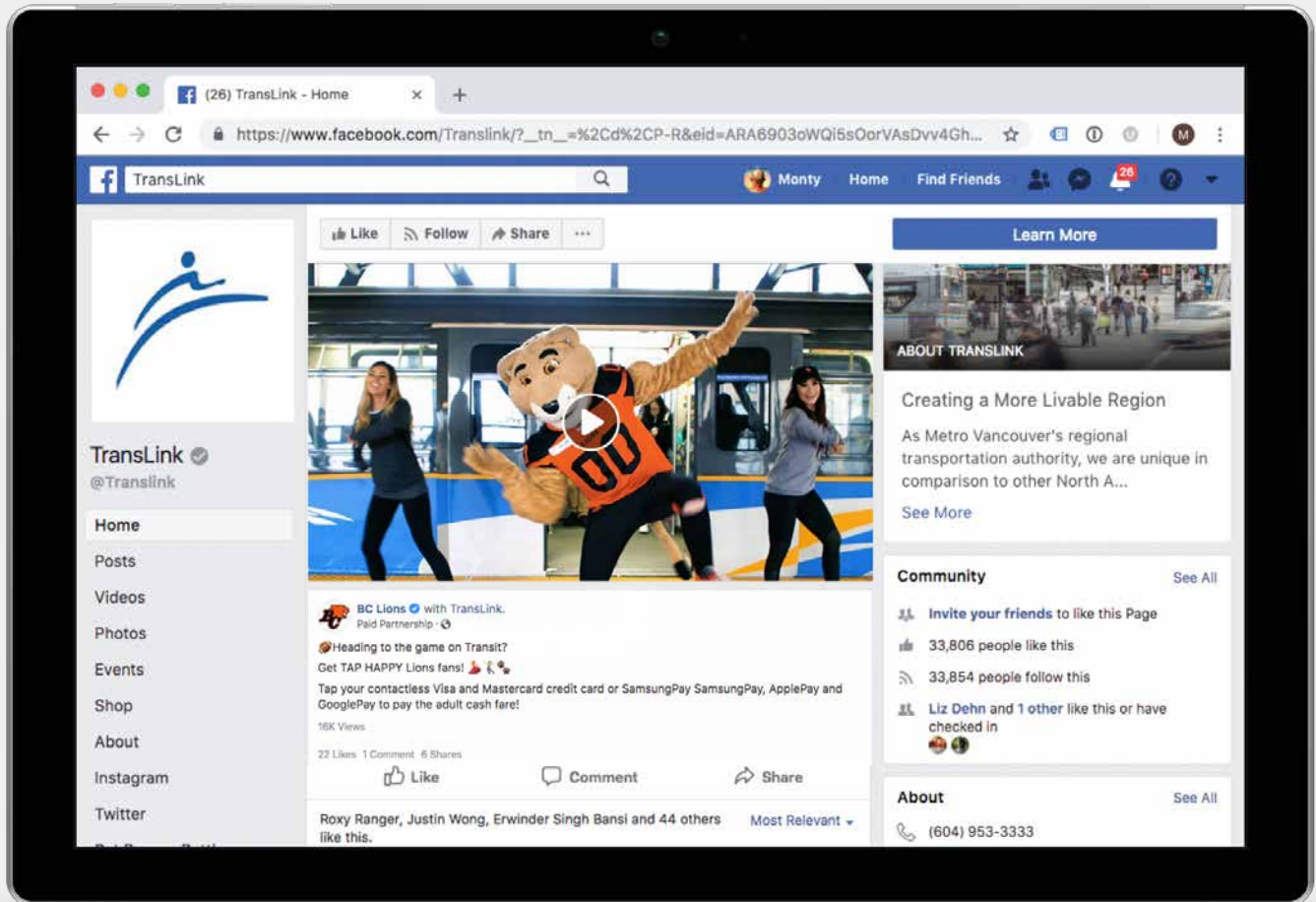
Video display outside BC Place Stadium



Video display and print signage inside BC Place Stadium

# Phase 2 Partnership

## Partnership with BC Lions



Facebook

View this video at: <https://www.facebook.com/BCLions/videos/translink-tap-happy/1236765036463175/>

## Supplementary Links

### **Facebook**

<https://www.facebook.com/Translink/videos/live-get-tap-happy-tap-to-pay-launches/2084323298276923/>

<https://www.facebook.com/BowinnMa/videos/congratulations-translink-on-their-tap-to-pay-milestone-todaywe-now-have-the-fir/2157203364569366/>

<https://www.facebook.com/Translink/videos/tap-your-card-not-your-wallet/2053747908001129/>

### **YouTube**

<https://www.youtube.com/watch?v=6Tu1rvcKc5E>

<https://www.youtube.com/watch?v=HgNmWLxfj-4>

Thank You!