

EAST-WEST CONNECTOR

LAUNCH CAMPAIGN

The first was the launch of the East-West Connector, a grant-funded bus line connecting Simi Valley and Moorpark directly with West Ventura County.

To start this line on the right foot, Celtis created a multi-faceted campaign, which used digital, social, traditional and campus media to attract riders. The campaign reached nearly 60,000 potential riders on social media alone and delivered about 270,000 impressions. At the same time, the East-West Connector saw steady ridership gains during its initial months of service.

Poster



209,385

SOCIAL MEDIA IMPRESSIONS

95,344

**UNIQUE INDIVIDUALS REACHED
THROUGH SOCIAL MEDIA**

7,590

ESTIMATED AD RECALL LIFT

46,052

PRINT MEDIA IMPRESSIONS

10,000

**DIGITAL DISPLAY AD
IMPRESSIONS**

8,600

**CAMPUS MEDIA IMPRESSIONS
(CSUCI AND MOORPARK COLLEGE)**

**The East-West
Connector
campaign delivered
a total of 274,037
total impressions in
less than 2 months**



Interior Bus Car Card

RIDE THE NEW EAST-WEST CONNECTOR

A faster bus ride between Simi Valley, Moorpark & CSUCI. No more transfers in Thousand Oaks!



Print Ad



Video Ad

