



The first part of this campaign called, Respect the Ride, featured the relaunch of a new code of conduct and an increased show of (friendly) enforcement. We wanted to let ne'er-do-wells know that we had an eye of them, but also let our good riders know that their ride matters.



To balance the initial enforcement message, we next launched two new characters who were used to humorously and light-heartedly remind riders that there's a Right and a (w)Rong way to ride.



Right and Rong showed up everywhere throughout the Valley Metro Rail corridor; from the sides of trains to inside the vehicles, and from the station platforms themselves to digital screens. They've become local celebrities along the way.



You never knew when and where you'd see Right and Rong next.





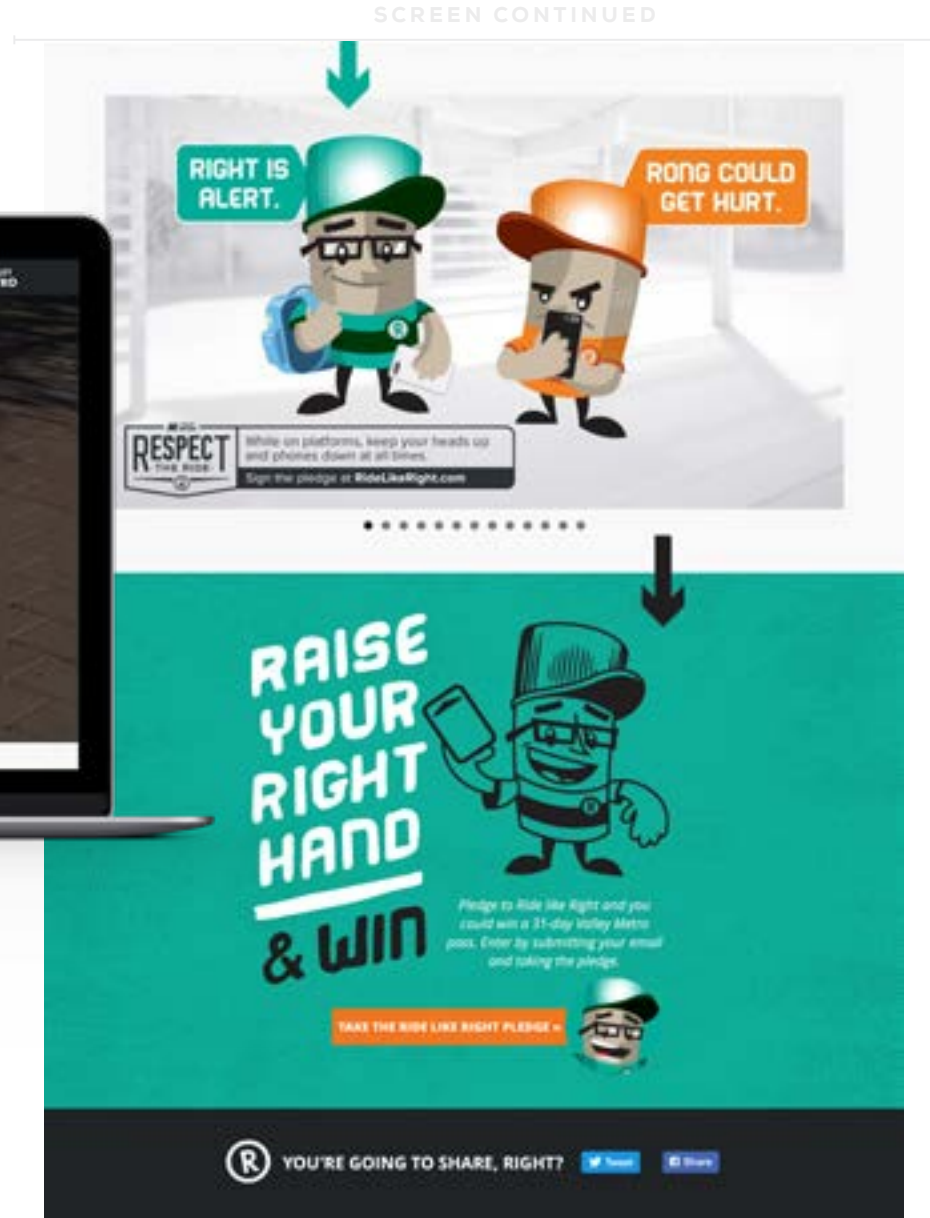
Placement mattered in this campaign, where Right and Rong could use their location to highlight a particular code of conduct.



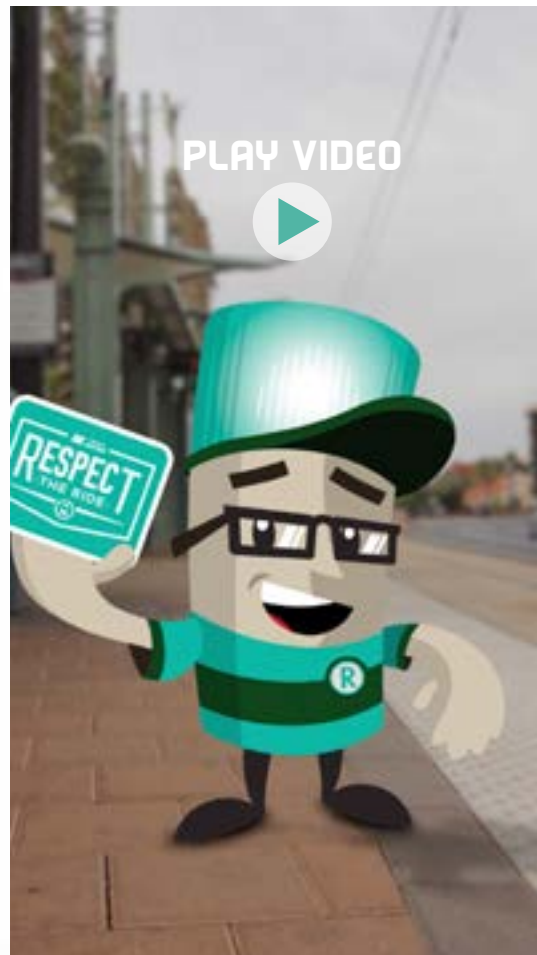
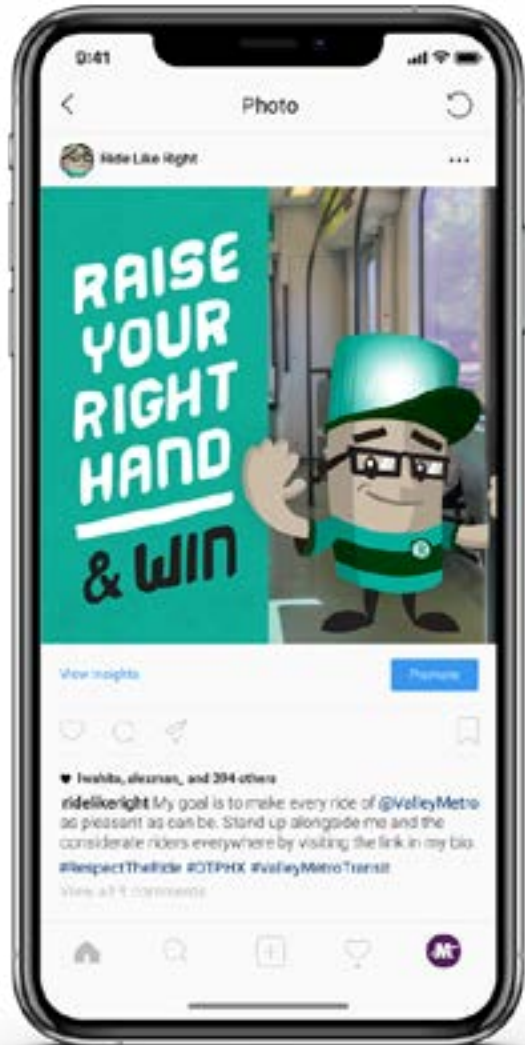
We knew nobody would read a formal code of conduct, so we brought them to life. We had Right and Rong demonstrate how it's done (and not done) when riding Valley Metro Rail, with a little style and rhyme for good measure.



We put the new code of conduct up online too, but in a way that invited riders to play along.

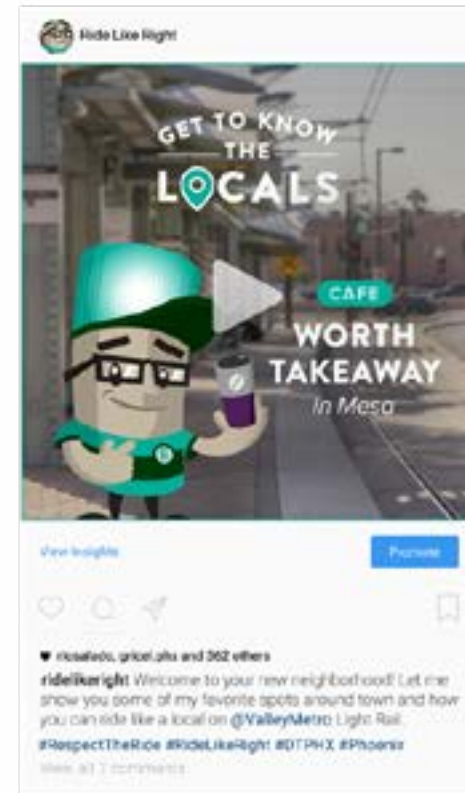


The campaign wouldn't have been complete without designing a way for riders to participate, so we created the Ride Like Right pledge; which allows the community to promise to help make everyone's ride better.





Right was given a social platform so he could share things from his point of view, outside the more formal Valley Metro social profiles. This enabled Right to channel Drake and participate in the #InMyFeelingsChallenge, to help everyone find their "Mr. Right", and to show new residents where to go and how to get there.





What's next? We brought Right and Rong to life, and are featuring our mascots in online videos to attract even more people to the Right side.