



#WHYIRIDE DCTA CONTEST

April 4, 2018

Campaign Overview

The Denton County Transportation Authority has a #WhyIRideDCTA program in which the agency encourages riders to share their story of why they like to ride DCTA. The program launched in 2014, and DCTA has received many testimonials from the program. However, DCTA needed to revamp its program logo, digital graphics and messaging to update the program and reintroduce it to riders.

In order to revamp the program and get more program submissions, DCTA launched a contest to encourage riders to submit a photo or video online highlighting why they enjoy riding DCTA. The top three winners chosen by DCTA would win the following prizes:

- \$100 Amazon gift card
- 10 pack of regional day passes
- DCTA swag items



Campaign Overview

Goals and Objectives

- Revamp current #WhyIRideDCTA program and reintroduce to passengers
- Build rider testimonials to increase brand affinity
- Enhance engagement with passengers and promote positive DCTA experiences to gain new riders

Target Audience

- DCTA riders (university students, commuters, occasional riders, etc.)
- Community partners
- Local organizations

Timeline

- February 5 through 16, 2018



Campaign Overview

Key Messages

- Tone was fun and conversational – encouraging people to participate in the contest.
 - Are you a #DCTA rider? Share why you like to #RideDCTA for a chance to WIN a \$100 Amazon gift card, 10 pack of regional day passes and cool swag items!
 - We've relaunched our "Why I Ride DCTA" program and want to know why you like to #RideDCTA! Share your story for a chance to WIN cool prizes and a chance to be featured in upcoming promo materials.
 - Like to #RideDCTA? Share your story for a chance to WIN a \$100 Amazon gift card, 10 pack of regional day passes and cool swag items!
- Official hashtag #RideDCTA was used for all messaging



Campaign Budget

Marketing Tactics	Budget Spent
Social Media Advertising	\$1,000
Brand Ambassador Deployment	\$1,060
Marketing Collateral	\$200
Prizes (Amazon Gift Cards)	\$300
TOTAL BUDGET	\$2,560

Campaign Tactics

Digital Creative and Content

- New logo and social media template to program announce winners
- Web splash graphic
- Web page graphics
- Content and Submission Form
- Email marketing graphics

Woobox Creative Elements

- Entry page
- Post-entry page
- Gallery page
- Share image
- Tab image

Flyer/Business Card

- Brand ambassador deployment

Social Media Marketing

- Facebook and Twitter contest cover profiles
- Facebook and Twitter contest ads
- New Facebook and Twitter program promotional graphics

Email Marketing

- Messages sent to Special Events/Promotion target segment and inclusion in enRoute News passenger newsletter

Community Outreach

- Customer service training
- Brand ambassador deployment

Digital Campaign Graphics

Campaign Webpage (Woobox)

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

WHY I RIDE
CONTEST

Do you like to #RideDCTA? Share your story for a chance to **WIN** one of **THREE** prize packages and a chance to be featured in our promotional materials.

Entering is easy! Submit a photo or video of yourself and tell us what you enjoy the most about riding DCTA. One entry per person.

PRIZE PACK:
\$100 Amazon gift card, 10 pack of regional day passes, and cool DCTA swag items!

#WhyIRideDCTA

Hurry – contest ends Friday, February 16!

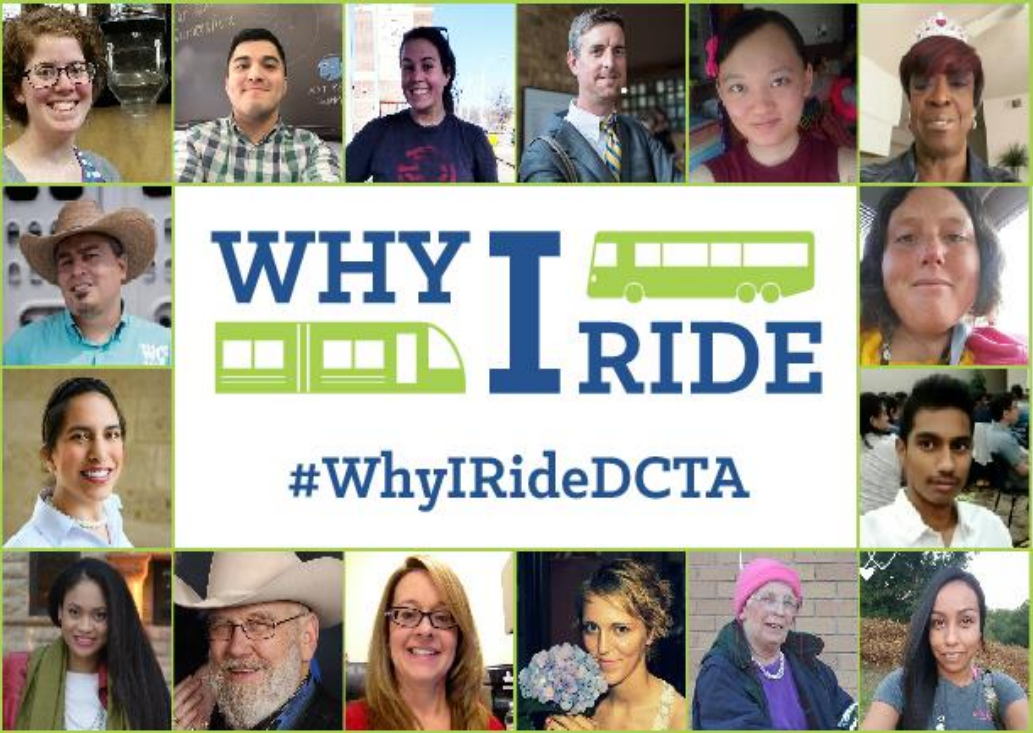
WHY I RIDE
CONTEST

Submissions Gallery

#WhyIRideDCTA

Digital Campaign Graphics

Web Page Graphic



Web Splash Graphic



Social Media Marketing & Advertising

Facebook and Twitter Ads



Media Relations

****Coverage pick up from social media marketing efforts****




Social Media Outreach Coverage

Share

Paula Rae Brown shared your post.
10 mins · 🌐

Denton County Transportation Authority (DCTA)
February 12 at 11:53am · 🌐

Enter our #WhyIRideDCTA contest for a chance to WIN a \$100 Amazon gift card, 10 pack of regional day passes and cool swag items! (THREE WINNERS TOTAL)



#WhyIRideDCTA Contest
Submit a video or photo sharing what you enjoy most about riding DCTA for a chance to WIN!
WOODOX.COM [Learn More](#)

Like Comment Share

DCTA @RideDCTA

Like to ride DCTA? Enter our #WhyIRideDCTA contest by submitting a photo or video sharing what you enjoy most about riding for a chance to win a \$100 Amazon gift card, 10 pack of regional day passes and cool swag items here:



#WhyIRideDCTA Contest
Share your story for a chance to WIN a \$100 Amazon gift card, 10 pack of regional day passes and cool swag items!
woobox.com

12:01 PM - 6 Feb 2018

10 Retweets 8 Likes

10 8

Denton Main St Assoc @DentonMSA Following

Like to ride DCTA? #CheckOut their #WhyIRideDCTA contest! Submit a photo or video sharing what you enjoy most about riding for a chance to win a \$100 @amazon gift card! #Share your media today! #SupportDCTA #RideDCTA #Denton #WDDI

DCTA @RideDCTA
Like to ride DCTA? Enter our #WhyIRideDCTA contest by submitting a photo or video sharing what you enjoy most about riding for a chance to win a \$100 Amazon gift card, 10 pack of regional day passes and cool swag items here: woobox.com/ooa8jm

11:34 AM - 8 Feb 2018

1 Like **DCTA**

1

Community Outreach

Brand Ambassador Deployment



Print Marketing Collateral

Promotional Card

WHY I RIDE
CONTEST

GO TO RIDEDCTA.NET
AND SHARE YOUR
STORY TO WIN!

#WhyIRideDCTA
Top three submissions
awarded with:
\$100 Amazon gift card
10 pack of regional day passes
DCTA swag items

DCTA
DENTON COUNTY
TRANSPORTATION AUTHORITY
RideDCTA.net • 940.243.0077

HopOnBoardBlog.com • #RideDCTA

Email Marketing

Special Event Email Blast




DCTA DENTON COUNTY
TRANSPORTATION
AUTHORITY

WHY I RIDE
CONTEST

**Two More Days Left to Share Your Story
for a Chance to WIN!**

Have you entered our #WhyIRideDCTA contest? Don't wait because it closes tomorrow, February 16, at 11:59 p.m. The **TOP THREE SUBMISSIONS** will be awarded with the following prize package:

Digital Passenger Newsletter



enRoute
NEWS
A PASSENGER NEWSLETTER FROM **DCTA**

FEBRUARY 2018

**#WhyIRideDCTA Contest -
Share Your Story for a Chance
to Win**

DCTA has launched a contest to promote its "Why I Ride" program to encourage passengers to submit photos and videos sharing what they enjoy most about riding DCTA. The contest will close Friday, February 16, and the **top three submissions** will be awarded with the following prize package:

- \$100 Amazon gift card
- 10 pack of regional day passes (valid on DCTA, DART and FWTA)
- DCTA swag items

Entering is easy! People 18 years and older can participate and submit their story. Only one entry will be allowed per person.

[Enter Contest Here >](#)

Previous Program Visuals

Web Splash Graphic



Program Logo



Winner Template



Social Media Promo Graphic



New Program Visuals

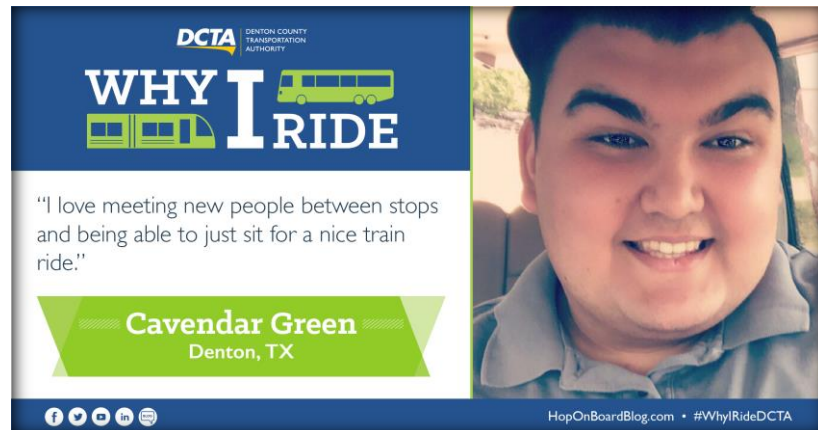
Web Splash Graphic



Program Logo



Winner Template



Social Media Promo Graphic



Campaign Results

Total Campaign Entrees

- 25 submissions

Woobox Campaign Page

- 4,106 total visits and three shares
- Top three referral sources were Twitter, Facebook and direct traffic

Facebook Marketing Results (Advertising & Organic Results)

- Total Reach: 43,666
- Total Engagements: 673

Twitter Marketing Results (Advertising & Organic Results)

- Total Reach: 75,538
- Total Engagements: 4,315

Email Marketing

- Three eblasts sent
 - 12 percent average open rate
 - 1 percent average click-through rate

Community Outreach

- 1,600 people reached through brand ambassador deployment

Future Campaign Enhancements

Video Advertisements

- Utilize testimonials to promote contest in place of static graphics

Use of Social Media Influencers

- Identify and reach out to social media influencers who are current riders for promotional efforts

Different Prize Package Ideas

- In order to get video submissions, have a higher prize package for a video entry

