

2018 APTA AdWheel Entry

Quintessential State Fair/Trinity Railway Express (TRE)



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Who was the target audience for this entry?

The target audience for this entry was:

- Fair goers in the DFW Metroplex particularly those in Tarrant County.
- Striving Singles - 18 to 25 year olds who like to explore the world around them.
- Main Street Families – families with children 15 and under with disposable income.
- Curious Matures – adventurous and fun loving individuals 55+.



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What was the situation/challenge for creating this entry?

Every year over 2 million visitors attend the State Fair of Texas to ride the rides, see the animals, catch great entertainment and eat all the corny dogs their stomachs can handle. It is truly a Texas sized experience.

Our challenge was to inform and persuade those with plans to attend the fair to ride the Trinity Railway Express (TRE), particularly if travelling from Fort Worth to Dallas for the big event.



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What was the strategy/objective for this entry?

Strategy: Use a mixture of digital, traditional, and print media to increase awareness of TRE service during the State Fair of Texas and grow TRE ridership to this major event in DFW, particularly with our key audiences.

Goal: Increase awareness of TRE service as a viable means of transportation to the State Fair of Texas.

Goal: Increase TRE ridership in September 2018 and October 2018.

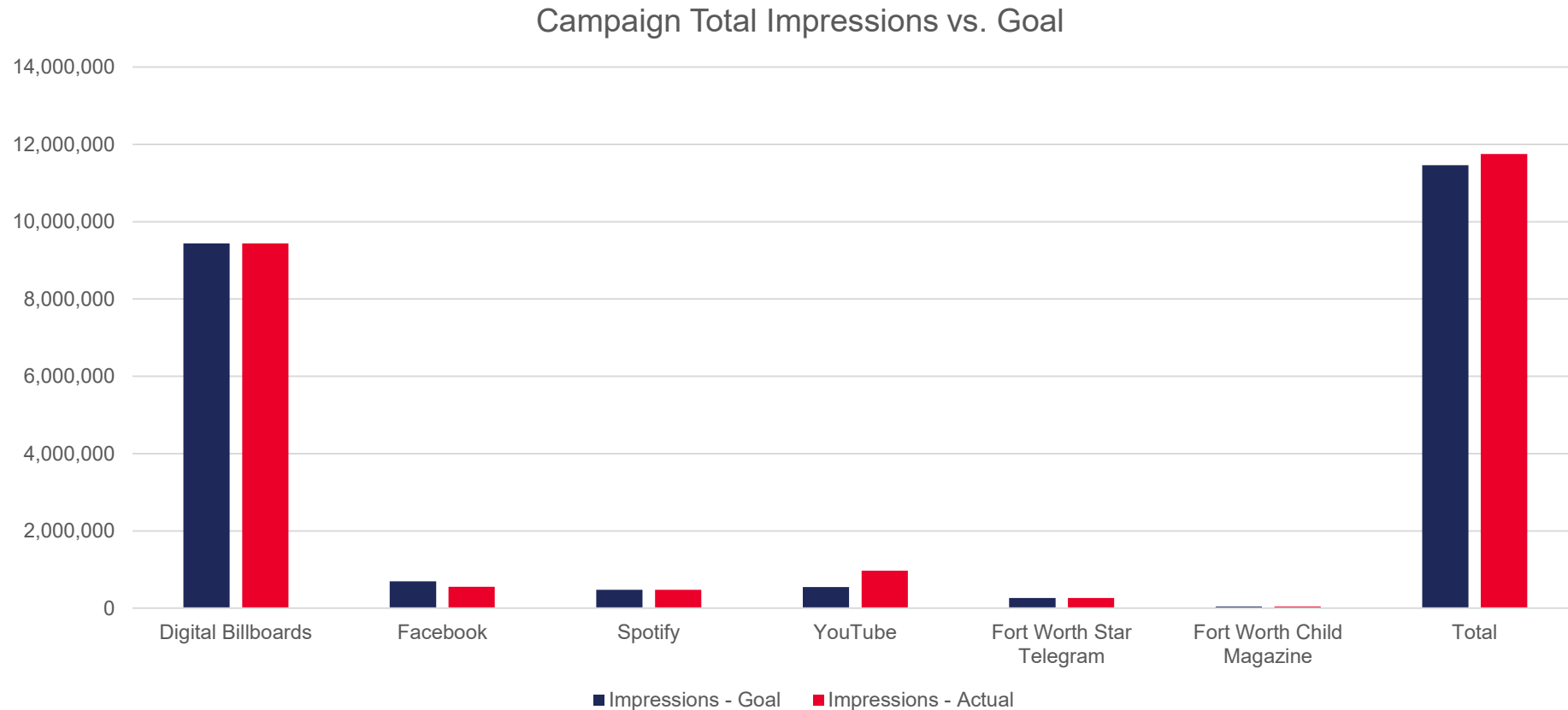


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What results/impact did this entry have?

Achieved and exceeded campaign impression goals.



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Website traffic yielded 31,574 new visitors to www.trinityrailwayexpress.org. 8% of those visitors spent time on the State Fair specific page.

Our YouTube video had a 91% completion rate of viewers watching through the entire thing.

Ridership successes included some very strong wins:

- Day 1 of the State Fair of Texas up 5% in 2018 from 2017
- Day 2 of the State Fair of Texas up 17% in 2018 from 2017
- Day 3 of the State Fair of Texas up 24% in 2018 from 2017
- Day 6 of the State Fair of Texas up 10% in 2018 from 2017
- Day 24 of the State Fair of Texas up 28% in 2018 from 2017



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Why this entry was submitted and should receive an AdWheel Award.

This entry was submitted because of the great creative that was include across multiple channels. The campaign created a ton of buzz, especially the fun YouTube video that garnered nearly a million views in just a few months.

It should be considered for an AdWheel because it was successful at increasing engagement and awareness of the Trinity Railway Express (TRE) as a way to attend a signature DFW event.




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Social Media Samples

Trinity Metro Sponsored · Like Page

What if you could get to the State Fair without the hassle of parking? Well, you can. Kick it with your friends on board the Trinity Railway Express as you make your way to the Midway.




A Heyday Going to the Midway [Learn More](#)

A Heyday Going to the Midway [Learn More](#)

Like Comment Share

Trinity Metro Sponsored · Like Page

Making a game plan for the State Fair? Put your laces up and let the Trinity Railway Express take you to the end zone.




Fair Weather Fans Welcome [Learn More](#)

Fair Weather Fans Welcome [Learn More](#)

Like Comment Share

Trinity Metro Sponsored · Like Page

Planning a trip to the State Fair? Get your turkey legs aboard the Trinity Railway Express, and let us take you eastbound to the fairgrounds.



Your No-Sweat Ride to Deep Fried [Learn More](#)

Your No-Sweat Ride to Deep Fried [Learn More](#)

Like Comment Share



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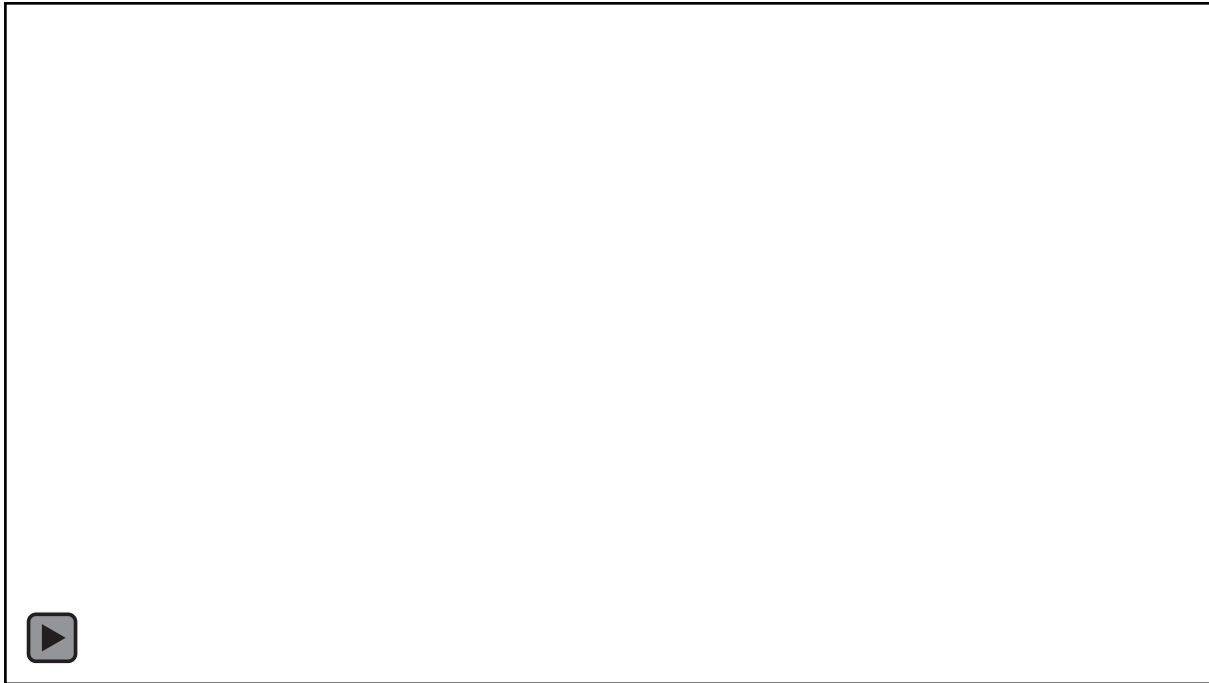
Digital and Print Samples



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YouTube Video



Spotify Commercial

