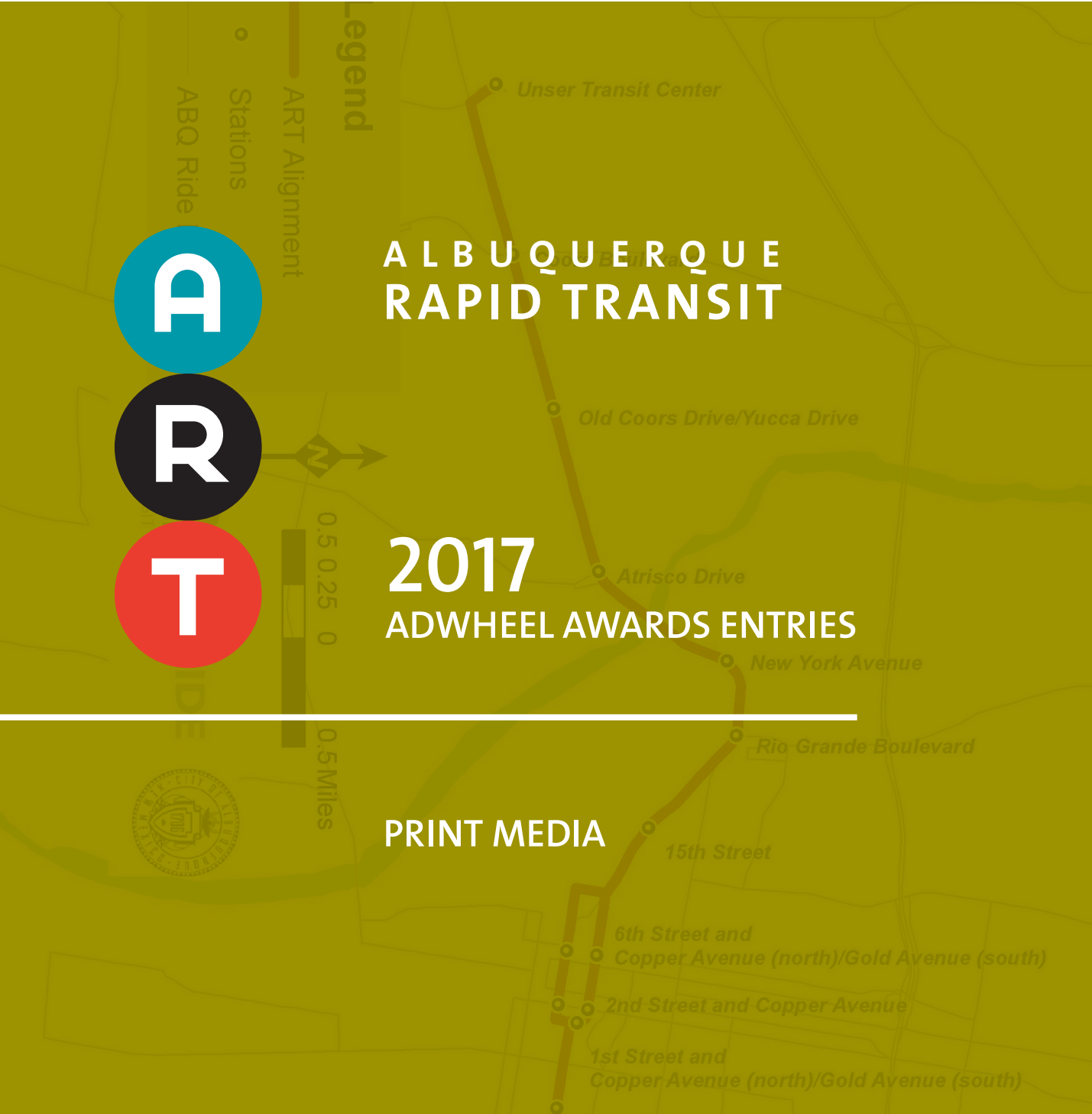




# ALBUQUERQUE RAPID TRANSIT

## 2017 ADWHEEL AWARDS ENTRIES

### PRINT MEDIA





## 2017 ADWHEEL AWARDS ENTRIES

# ALBUQUERQUE RAPID TRANSIT

### PRINT MEDIA

Best Marketing and Communications to Increase Ridership or Sales  
Print Media (e.g. brochure, newspaper ad, billboard)

**1. Who was the target audience for this entry?**

Target audience includes current and likely transit riders, as well as those on the fence about trying the new transit system. The messaging also addresses misinformation and perceived barriers to riding the bus for the community at large, to improve overall perception.

**2. What was the situation/challenge that necessitated creating this entry?**

The current bus system has limited ridership and both the buses and stations are perceived by some as unsafe places with less than desirable populations. In addition, a lot of misconception and negative press had been circulated around the pending Albuquerque Rapid Transit (ART) project by active opposition groups.

**3. What was the strategy/objective of this entry?**

Our objective was to help overcome negative beliefs based on the old bus system, and to educate people of the differences and benefits of the new ART system. We chose to address each concern directly with facts. The new BRT system WILL have increased security by means of additional security officers, cameras on buses and station platforms, and additional lighting. The new BRT will be quicker, with dedicated lanes and timed signals. They will have free wifi and charging ports. All these features help to set the BRT apart from the current bus system, and are features that millennials and professionals desire.

**4. What results/impact did this entry have? (e.g. increased ridership, higher sales, greater public awareness, etc.)**

Since more residents were informed of the actual facts about the new BRT, there is greater acceptance of the entire concept and much less active opposition. The bus is just beginning regular service so it's hard to track ridership at this time, but anticipation is high and many have signed up for the initial outings and events.



2017 ADWHEEL AWARDS ENTRIES  
**ALBUQUERQUE RAPID TRANSIT**

*5. Please tell the judges why this entry was submitted and why it should win an AdWheel Award.*

We feel this entry succeeds on many levels. It stays true to our overall branding for the ART project with cohesive messaging and graphics. The simple graphics and strong messaging are successful as billboards, and get their point across quickly and clearly. The various messages on the billboards create a strong impression as they all work well together providing a host of reasons to ride ART. The result is a well-crafted overall campaign that has reached virtually everyone in the city while improving overall acceptance of the project and willingness to ride ART.



**LESS STOP.  
MORE GO.**

TIMED SIGNALS GET YOU THERE FASTER



Download the ARTride Trix App



**LESS  
STOP.**

**MORE**

**GO!**

**DEDICATED LANES & TIMED SIGNALS  
GET YOU THERE FASTER**



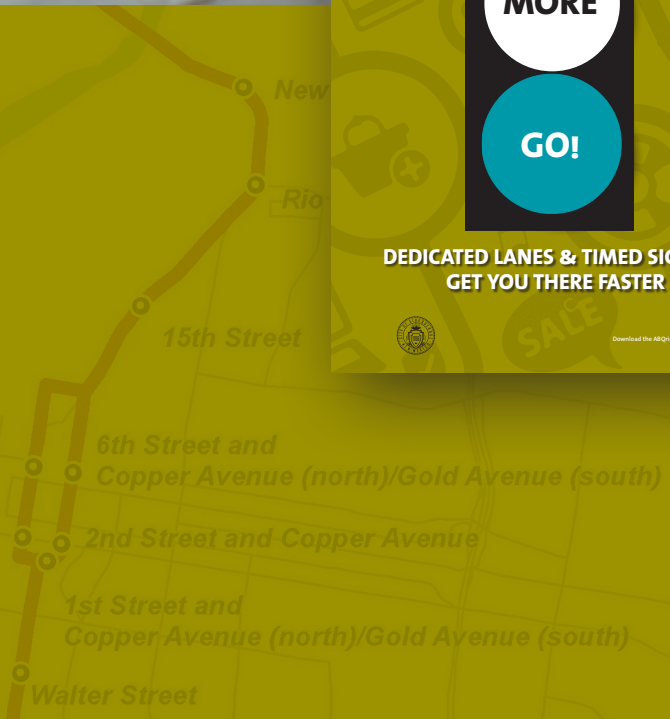
Download the ARTride Trix App



*“Less stop. More go.”  
- Bus stop posters*

**ALBUQUERQUE RAPID TRANSIT  
PRINT MEDIA**

**2017 - ADWHEEL AWARDS**





*“We’ve got your back” - Print Billboard*

ALBUQUERQUE RAPID TRANSIT  
PRINT MEDIA

2017 - ADWHEEL AWARDS ENTRIES

0.5 Miles

New York Avenue

Rio Grande Boulevard

15th Street

6th Street and  
Copper Avenue (north)/Gold Avenue (south)

2nd Street and Copper Avenue

1st Street and  
Copper Avenue (north)/Gold Avenue (south)

Walter Street

**GET CONNECTED**  
**FREE WIFI & USB CHARGING**

**ART™**

ABORIDE TIX

Background map labels: I-25, East Alvarado, Downtown, Alvarado Transit Center.

**REDISCOVER CENTRAL**  
**UNLIMITED STOPS ALL DAY \$2**

**ART™**

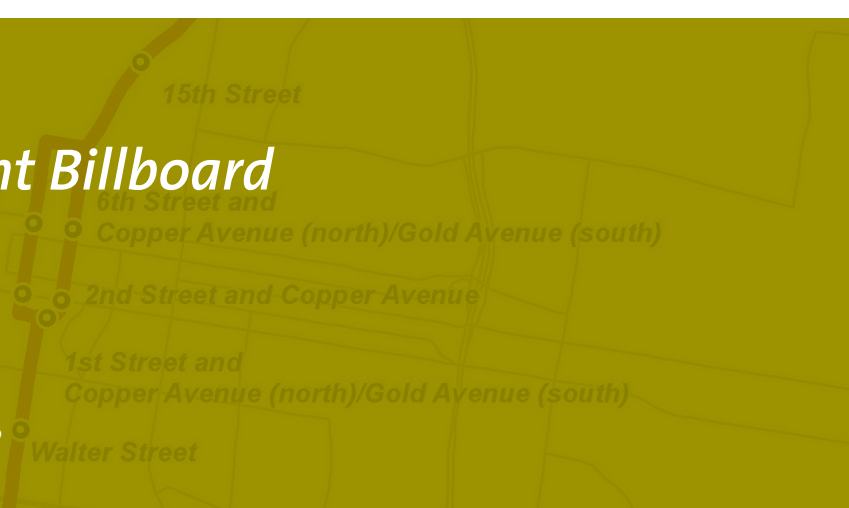
ABQ UPTOWN

Background map labels: H Presbyterian, UNM / CMH, Downtown, Alvarado Transit Center.

*“Reasons to ride” - Print Billboard*

ALBUQUERQUE RAPID TRANSIT  
 PRINT MEDIA

2017 - ADWHEEL AWARDS ENTRIES



**LESS STOP.  
MORE GO.**

**DEDICATED LANES & TIMED SIGNALS**




**C'MON & TAKE  
A FREE RIDE**

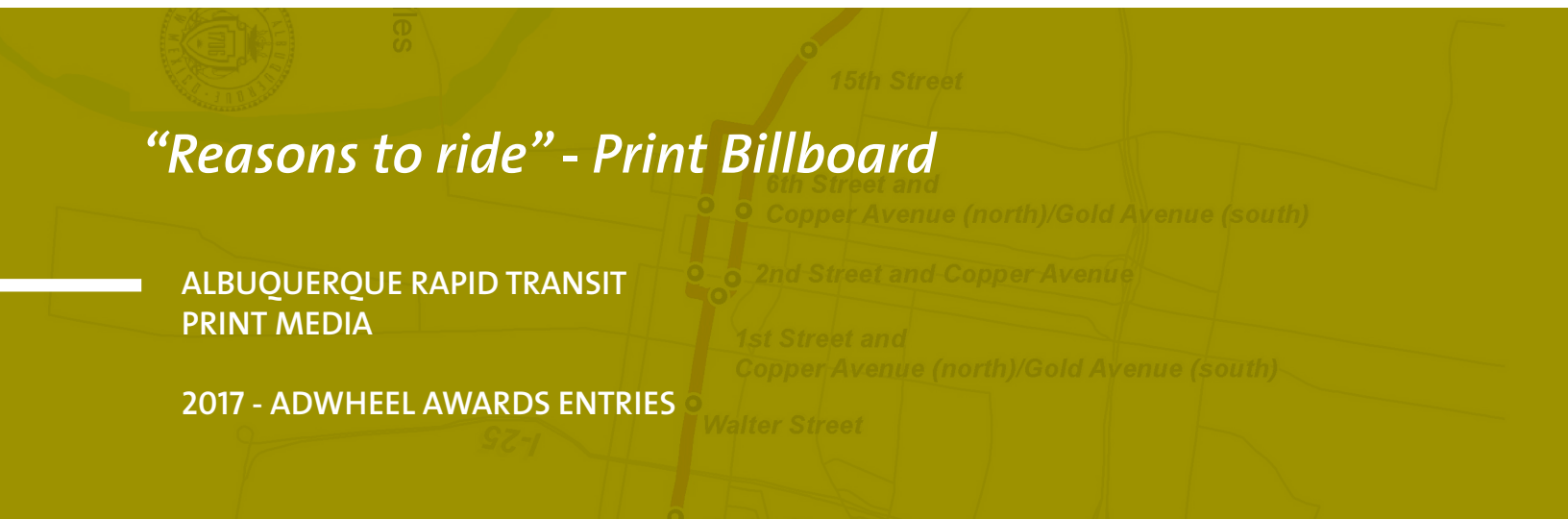
**RIDE FREE 'TIL 2018**




*“Reasons to ride” - Print Billboard*

ALBUQUERQUE RAPID TRANSIT  
PRINT MEDIA

2017 - ADWHEEL AWARDS ENTRIES

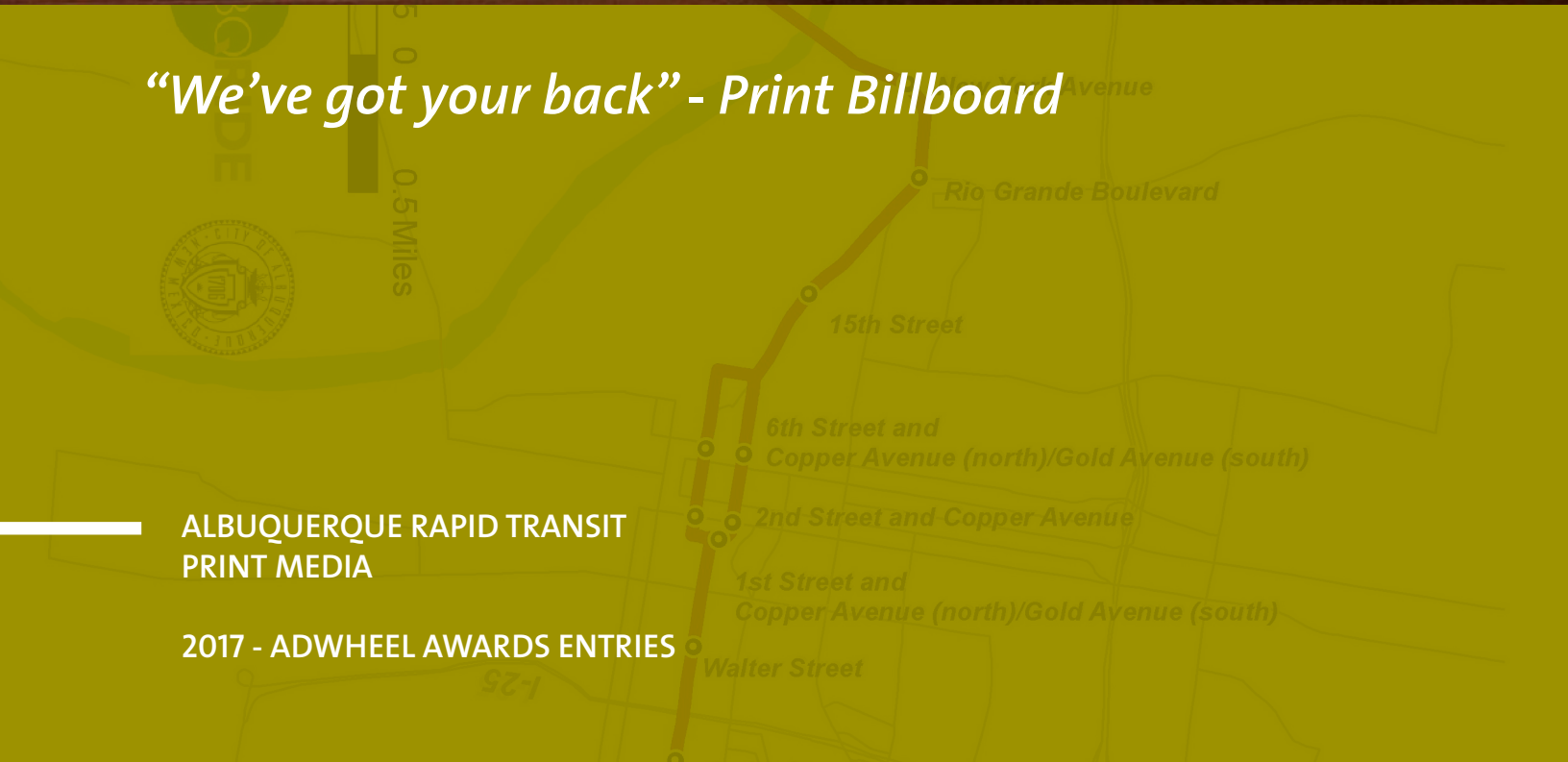




*“We’ve got your back” - Print Billboard*

ALBUQUERQUE RAPID TRANSIT  
PRINT MEDIA

2017 - ADWHEEL AWARDS ENTRIES





ALBUQUERQUE  
RAPID TRANSIT

2017  
ADWHEEL AWARDS ENTRIES

---

PRINT MEDIA