Taylor Swift

COMPREHENSIVE CAMPAIGN

We knew that Gen Z didn't want to just arrive – they wanted an experience

The Challenge?

For many first-time visitors, confusion about transit options was clear—the need for quick, clear, communication and an exceptional stress-free experience for customers.

Moving

1M+

People a day

Adding

Hundreds of thousands

Of Taylor Swift fans to the mix

Conflicting **simultaneous** Sporting and conference events in the same vicinity

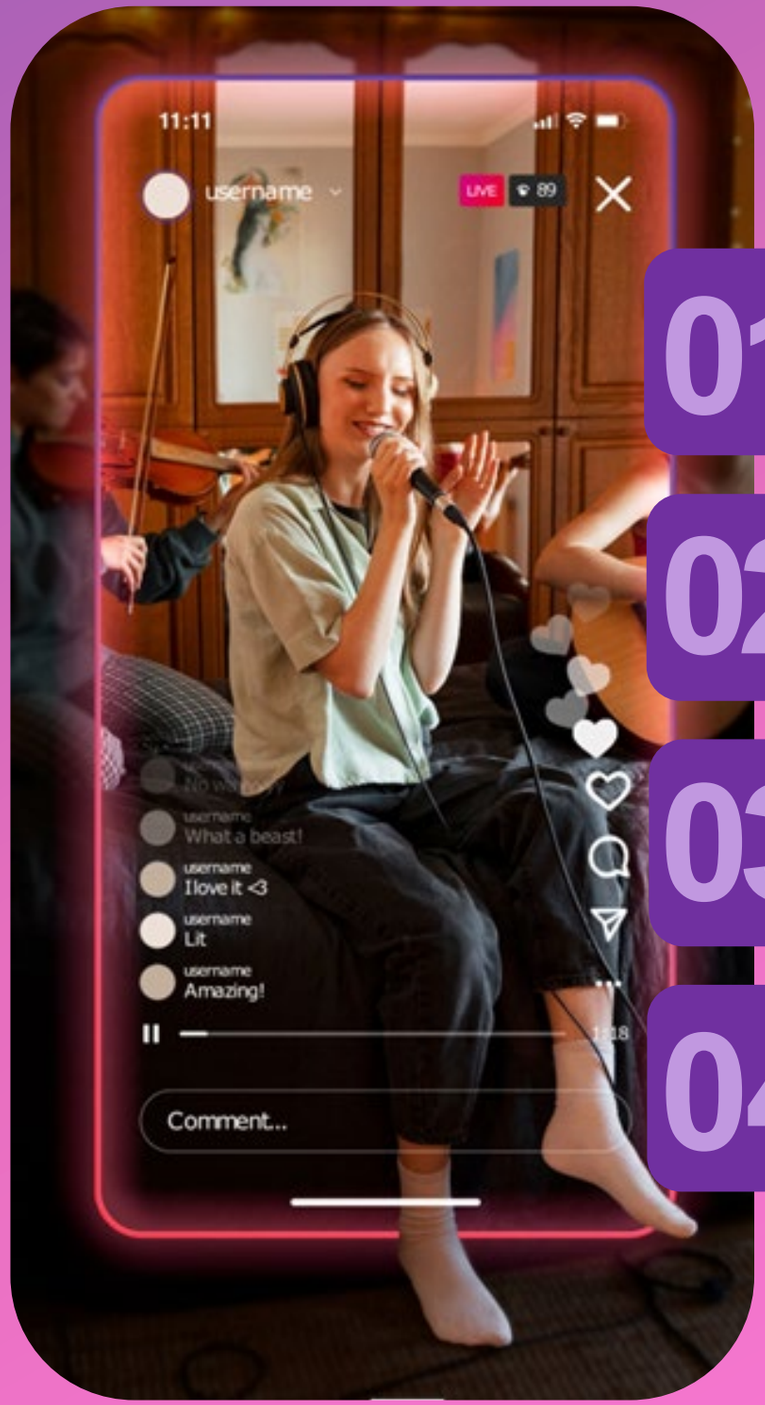
The Opportunity

Leverage the **humanity of the TTC experience** for a current and new audience, showcasing the planning behind the system, while positioning it as the **best transportation option during this high-traffic period.**

The Plan

A Gen-Z Focused Customer Strategy

The Gen-Z customer and their parents was our largest opportunity. To connect with them, we designed a comprehensive campaign that put their needs and interests to the forefront, for a seamless transit experience and incrased ridership/



01 Engage Gen-Z and parents with tay-lored messaging

02 Social Media-Centric Strategy that positioned TTC as part of the fan journey in shareable content

03 Collaboration with Influencers and Local Partners to amplify our message and extend reach

04 Fan-First operational enhancements, including extended hours, increased frequency, and clear signage

Seamless operations

Gen Z (and their parents) social media focus

Communications strategy

Strategic Collaborations

Memorable fan-first enhancements

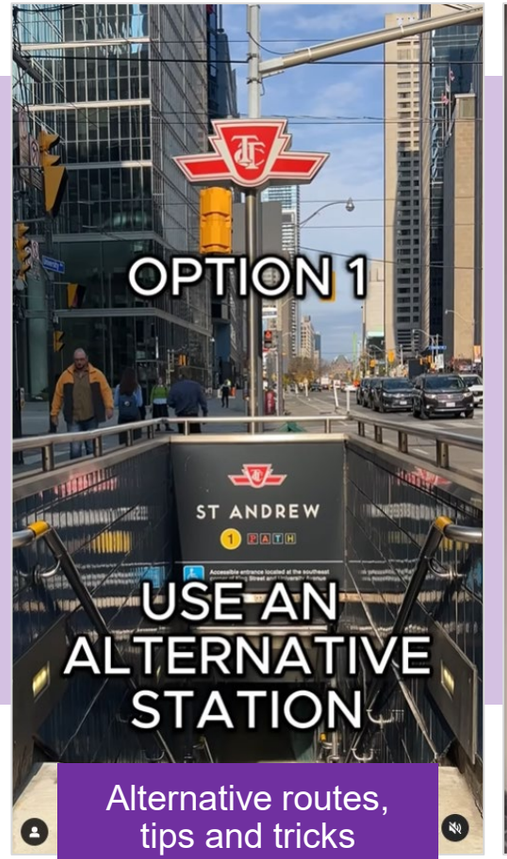
We planned for the fans, not just increased volume.

Social Media

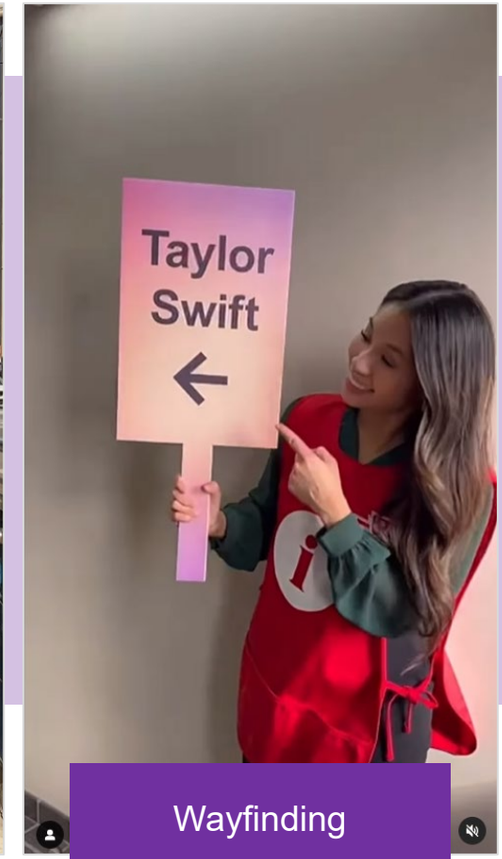
Tay-lored route planning tips

Commuter lots

How to get to the shows



Alternative routes, tips and tricks



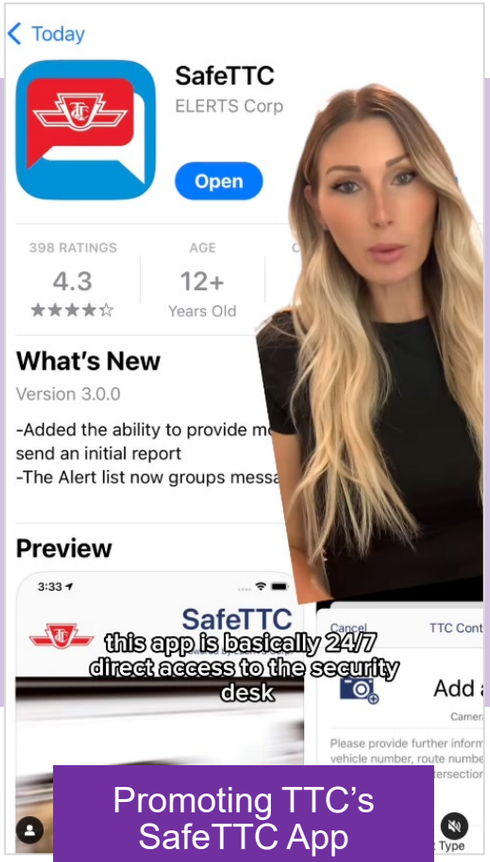
Wayfinding

Employee and station preparedness

Real-time, shareable content to inspire fans to take transit and inform then how they were going to do it

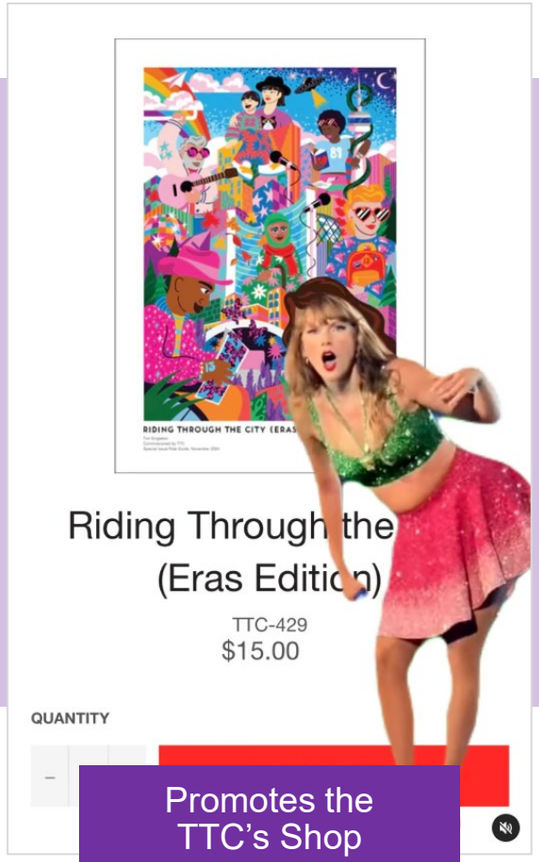
Social Media

Keeping safe and a little fun



Promoting TTC's SafeTTC App

Promotes the special Era's edition Ride Guide



Promotes the TTC's Shop

Wrap-up thank you

Social Media

Teaming up for a swift experience

takethettc

935 posts 47.2K followers

X

erastoronto

171 posts 29.7K followers

cityofto

TORONTO

2,164 posts 228K followers

We proactively collaborated and partnered with Eras Tour influencers, the Rogers Centre Concert venue, The City of Toronto and its partners and TaylGate to leverage messaging and increase engagements.

We drove awareness to reinforce our role as the preferred transportation option for fans attending the Taylor Swift concerts.

bluejays

11,708 posts 1.7M followers

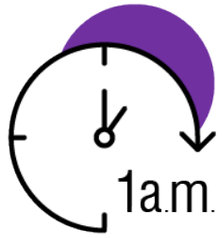
mtcc_events

metro toronto convention centre

40 YEARS

1,145 posts 6,931 followers

Customer Service



We extended hours for customer service and customer information teams to **1 a.m.**

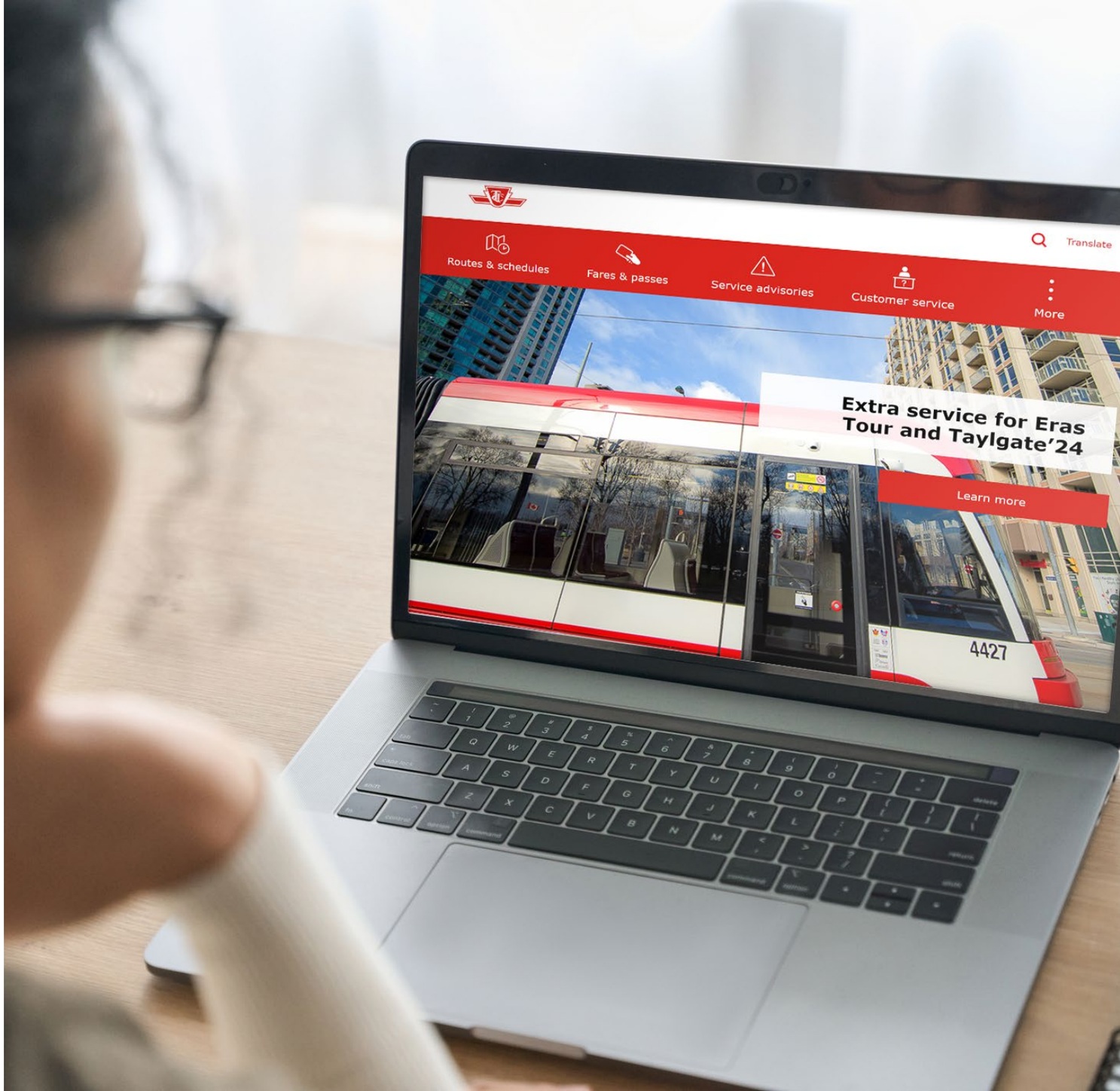
FAQ's ready to assist customers inquiries

Website

Event-specific information

Users	Page views
16,928	76,337

Landing page traffic



Media Updates and Amplification

More than just transit – part of the story

TTC ready to get everyone to and from Eras Tour shows safely and swiftly

October 28, 2024

The TTC is shaking the wraps off its enhanced service, safety and security plans in advance of Taylor Swift's six Eras Tour concert dates and Taylgate'24 in Toronto next month.

Amplified by

THE GLOBE AND MAIL

TORONTO STAR

toronto.com

CP24

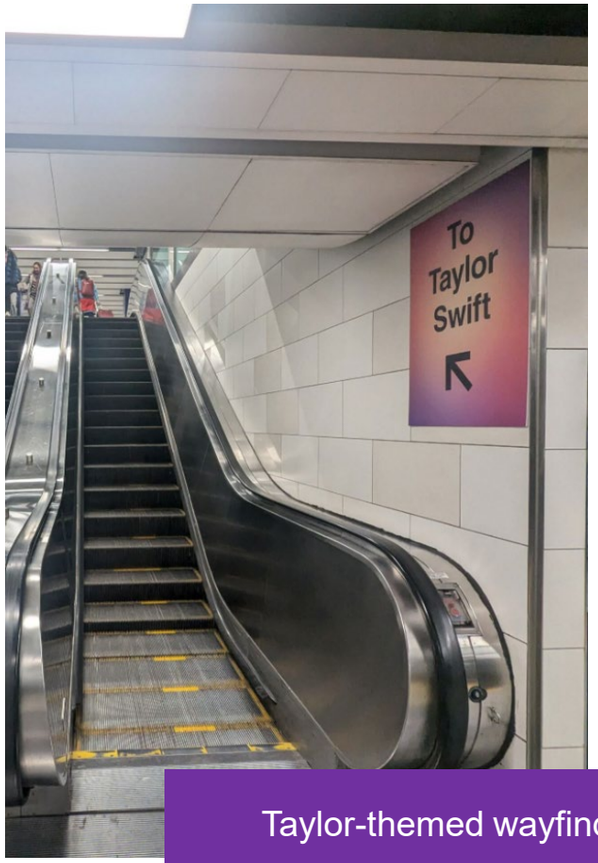
CBC

CTV

Global NEWS

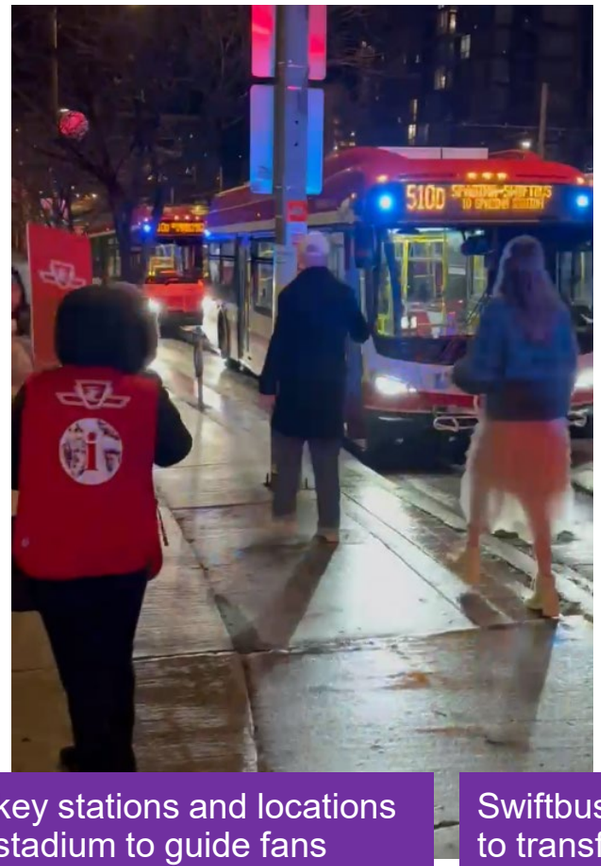
Operations and Wayfinding

I've Got My Map, I'm On My Way



Taylor-themed wayfinding signage

Staff support at key stations and locations around the stadium to guide fans



Swiftbuses direct to transfer stations

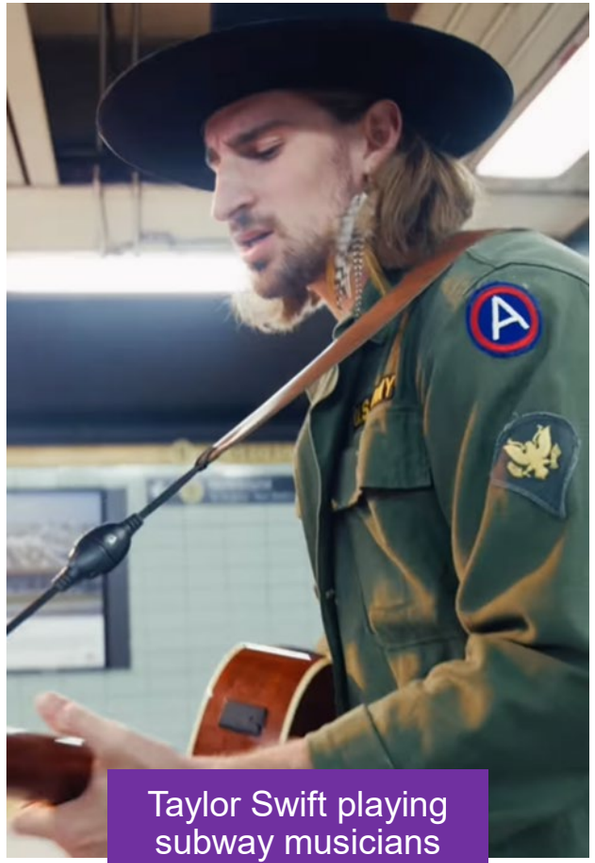
- Extended service hours and increased frequency
- Lost children locations

Experience Enhancements

Beyond transportation – a fan first journey

To enhance the journey, we introduced unique elements to make fans feel special, including exclusive 'Swift' buses, custom signage, a limited edition ride guide and more. The transit experience became part of the overall fan excitement. Then Ride Guide even landed up on eBay being sold for more than double our website price!

Limited edition Ride Guide



Taylor Swift playing subway musicians

Special merchandise at the TTC Shop

Measuring Success

The proof is in the numbers and the fan love

Ridership

120k

Total increase on concert days

Social Media Engagement

33,849

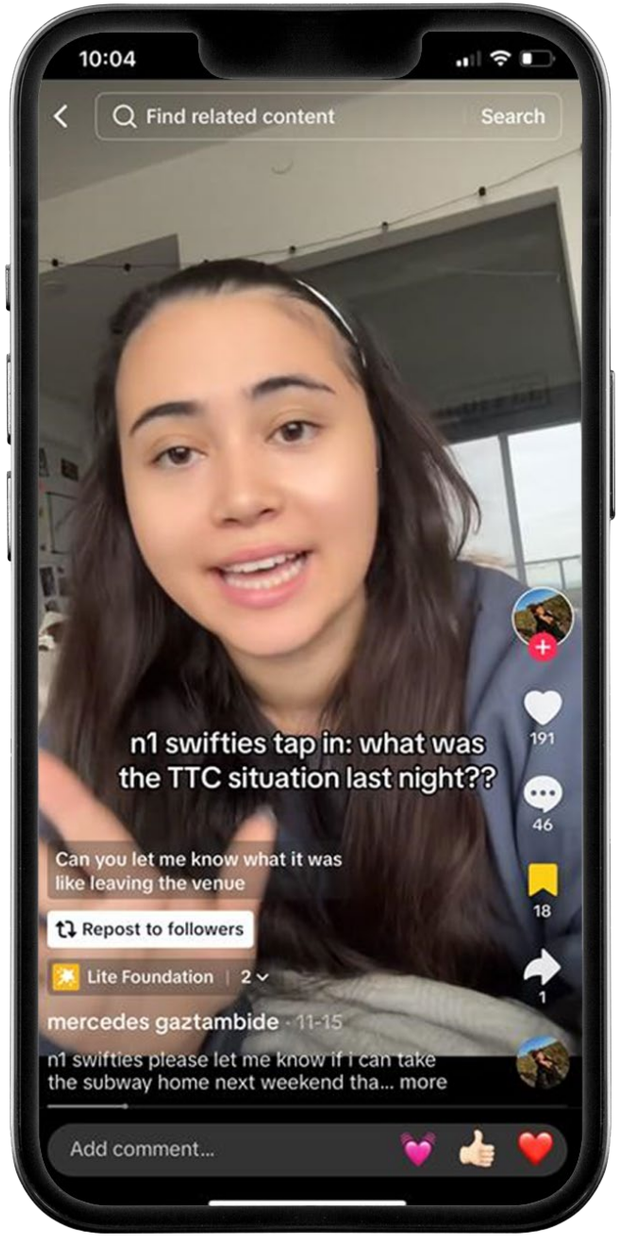
44.72% organic increase with no spend

Impressions

364.2M

earned media

From planning to execution, we made transit the opening act



Appendix

DAY OF EVENT

Action and Engagement

Pre-Concert (Before Boarding)

- Ride Guides: Produced special Taylor Swift-themed ride guides with concert-specific information. Distributed at stations and online to help navigate increased ridership and service changes and draw attention to transit routes and encourage customer adoption.

Social Media Updates

- Real-time social media posts to remind customers of transit tips, routes, and delays (if any). engaged with customers through social listening by answering queries and offering travel advice (especially for out-of-town visitors).
- Leveraged partners, including Toronto Police, Toronto Fire, The City of Toronto. Rogers Centre, Blue Jays and the unofficial eras tour Instagram to reshare and collaborate on content, further amplifying audience reach and encourage ridership.

Signage at Key Locations

- Strategically placed custom themed signage around stations, on platforms, directing concert-goers to the correct routes to create an event atmosphere and make navigation easier.

Increased Customer Service/Information Availability

- Increased customer service representatives and TTC staff stationed at key locations to assist riders.
- Ambassadors with paddles guiding people to Taylor Swift shows.
- Information booths with trained staff available for questions.

DURING AND AFTER THE EVENT

Post Concert

Increased Subway, Bus, and Streetcar Service

- Added additional service for subway, buses, and streetcars to handle the influx of concert-goers.
- Increased frequency of trains and buses, and optimized routes for better crowd management.

Swift Bus Direct Service

- Special “Swift Bus” service providing direct transportation to key subway stations, reducing travel time by almost half.
- Mapped out clear routes for quick access to popular hubs and ensured minimal wait times.

Ambassadors and Signage

- Ambassadors at key locations to provide guidance and maintain order.
- Signage at station exits, directing concert-goers to buses or other forms of transport.

Making the journey memorable

Subway Musicians Playing Taylor Swift Songs

- Local musicians played Taylor Swift songs at key downtown subway stations. Enhanced the atmosphere and created an immersive experience for concert-goers.

Special Merchandise at TTC Shop

- Exclusive Taylor Swift-themed merchandise (e.g., posters, T-shirts) sold at TTC’s official shop.
- Special edition ride guides available for purchase, offering fans memorabilia tied to their transit experience.

Special Edition Ride Guides

- Distribution of commemorative Taylor Swift ride guides for fans to keep as souvenirs. Became so popular that we found them sold on eBay for double the price.
- Guides contained concert-specific information, tips, and enhanced transit services.

POST-EVENT COMMUNICATION

Reflecting and Building Long-Term Engagement

Social Media Recap

- Post-event thank you messages across all social channels, sharing success stories and rider experiences.
- Posts showcasing high engagement and photos of fans enjoying the Taylor Swift atmosphere on transit.

Ongoing Brand Engagement

- Long-term social media strategy to keep up the momentum post-event, keeping new and existing riders engaged.
- Used event success as a springboard for promoting TTC’s regular services and fostering stronger brand affinity.

SOCIAL MEDIA

Tay-lored route planning tips

Commuter Lots

- https://youtube.com/shorts/qlki1pYdyHg?si=plGLIfNCL_QsaxkI

How to get to the shows

- https://youtu.be/iHwO_Jq6aek

Alternative routes, tips, and tricks

- https://youtu.be/GyDy220A2M4

Wayfinding

- https://youtube.com/shorts/paUtqWly-98?feature=share

Employee and station preparedness

- https://youtube.com/shorts/NpQ4EEuYLd4?feature=share

SOCIAL MEDIA

Keeping safe & a little fun

Promoting TTC's SafeTTC App

- https://youtube.com/shorts/XkD9Q-3oHo8?feature=share

Promotes the Special Era's edition Ride Guide

- https://youtube.com/shorts/J5tFdFRQnuQ?feature=share

Promotes the TTC Shop

- https://youtube.com/shorts/CCK5PvCmxQA?feature=share

Wrap-up thank you

- https://youtube.com/shorts/qHEh9ljyBWE?feature=share

TIMELINE

Overview of the campaign

Pre-planning

- Social
- Website
- Media briefing
- News release

Day of planning

- Special Ride Guide
- *App partnership (did we do this?)*

To the concert

- Wayfinding (station signage)

After concert

- Swiftbus – Direct service to subway
- Metered subway entry

Before and after the concert

- Increased bus, streetcar and subway service
- Increased Customer Service and Customer Information hours
- TTC employees, staff ambassadors, and Customer Service Representatives at key locations (with paddles)

Misc

- TTC Shop
- Subway musicians to key downtown stations and encourage Taylor Swift songs
- Tailored PA Announcements (where would this fit?