



Metro

Taylor Swift Eras Tour Special Service
Submitted by Los Angeles County Metropolitan Transportation Authority
November 13, 2023

Entry Information

- **Entry Title:** Taylor Swift Eras Tour Special Service
- **Group 4:** Providing 50 million or more annual passenger trips
- **Category 2:** Best Marketing and Communications to Increase Ridership or Sales
- **Subcategory 2-E:** Comprehensive Campaign

Who was the target audience?

The target audience for Metro's Taylor Swift Special Service were fans attending her six-night Eras Tour at SoFi Stadium. The concerts scheduled for Aug. 3 through Aug. 9 were sold out and had an estimated attendance of 60,000 people for each nightly performance.

What was the situation that necessitated creating this entry?

Taylor Swift's Eras Tour had seen record numbers of transit users as concerts took place across the country. As Los Angeles was the final U.S. tour stop and had the largest number of concert dates, Metro saw a tremendous opportunity to help fans get to Swift's concerts safely, economically and on time. Additionally, we knew that many Swifties (and their parents) might be unfamiliar with Metro, so we wanted to raise awareness of taking Metro as a preferred option to being stuck in the infamous LA traffic.



What was the strategy of this entry?

To 'Taylor' our service to surprise and delight.

To help fans to avoid 'cruel summer' traffic and be 'the 1' to get there on time we temporarily renamed two train stations the Taylor Nation Station and Speak Now/Taylor's Station. Wayfinding signage throughout the system directed fans there where bus shuttle service provided last-mile connections to the event. We added late-night train service to ensure everyone could get home, and 100 extra staff each night to greet Swifties, trade friendship bracelets and offer an exceptional experience.

We communicated our service early and reminded fans often, using her song lyrics in messaging, that Metro was the best travel option to the shows. Messages were distributed via press releases, social media, website and agency blog posts.



What results did this entry have?

Metro's Taylor Swift Special Service saw ridership increase of 25 percent on the entire transit system.

- The SoFi Stadium shuttles had over 30,000 boardings
- Metro rail and bus had over 180,000 boardings over the six nights
- Metro's new K Line saw a 250 percent ridership increase, or nearly 5,000 extra boardings each night.
- The agency received overwhelming media coverage throughout the concert series – earned media coverage included 864 million impressions on print, online & broadcast; 362 news stories; and \$8.06 million advertising value – with 99% positive or neutral sentiment.
- The customized Taylor Swift stations provided endless selfie opportunities on social media, along with the agency's Taylor Swift/Ambassador mashup video earning 2.5 million impressions.




Why this entry was submitted and why it should win an AdWheel Award.

Metro stretched itself as an agency striving for an exceptional customer experience for this unique opportunity. Service teams in all departments worked late into the night for six nights, to ensure all riders made their connections. Exceptionally designed signage spoke to the fans directly, providing a seamless travel experience, and once in lifetime moments.

Media pick-up of our service communication in both traditional and social media led fans to Metro's service in increasing numbers each night. The agency also adapted and responded in the field to dynamic conditions each night. It truly was an agencywide effort, that most importantly gave the agency the opportunity to provide immense joy, a positive transit experience, and demonstrate travel experience can equal fan experience.



Pre-Event: News Release, Blog, Social



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LA METRO 'TAYLORS' SERVICE TO HELP SWIFTIES AVOID 'CRUEL SUMMER' TRAFFIC AND BE 'THE 1' TO GET THEM TO SOFI STADIUM ON TIME

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Tracy Smith July 25, 2023

Metro to add frequency, late-night service, shuttle buses from C, K lines to stadium

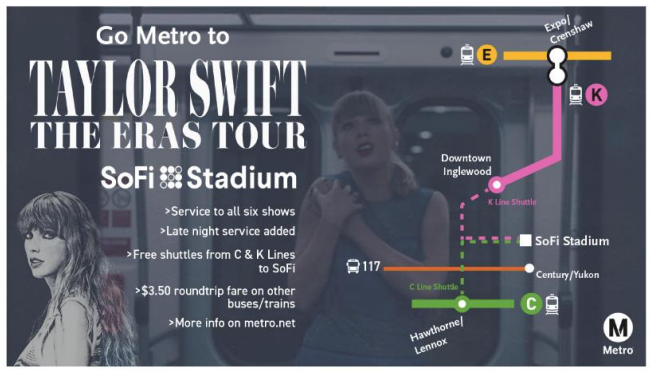
The Los Angeles County Metropolitan Transportation Authority (Metro) is "cruising, can't stop, won't stop movin'" Taylor Swift fans to her concerts at SoFi Stadium in Inglewood, Aug. 3 – 5 and 7 – 9. In response to fans asking, "Can I Go With You," Metro will add service and extend service hours to accommodate the more than 60,000 fans expected to attend each concert. Swifties attending concerts in cities across the country have relied on public transportation in large numbers and L.A. Metro is ready to join the fun.

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Look what you made us do: We're adding service for Taylor Swift's six shows at SoFi Stadium

BY LA METRO , JULY 24, 2023



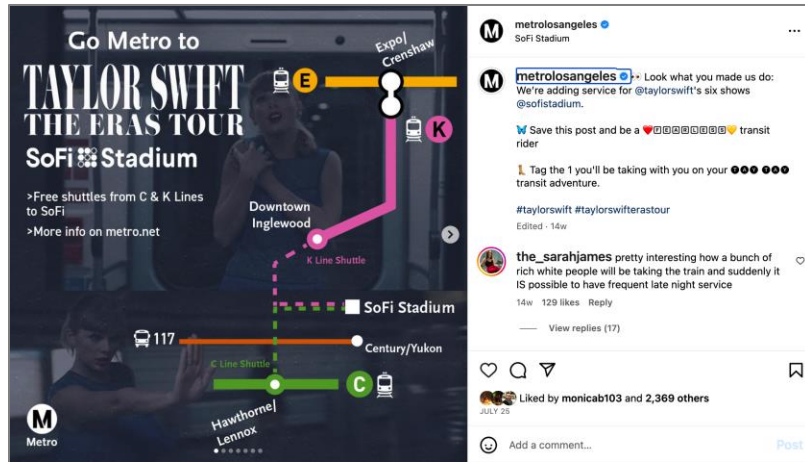
By popular demand, we're adding service to make it easy to travel to and from the Taylor Swift concerts at SoFi Stadium on Aug. 3, 4, 5, 7, 8 and 9.

We know that many of you haven't traveled with us before or been to SoFi Stadium — and some of you are traveling to L.A. for the

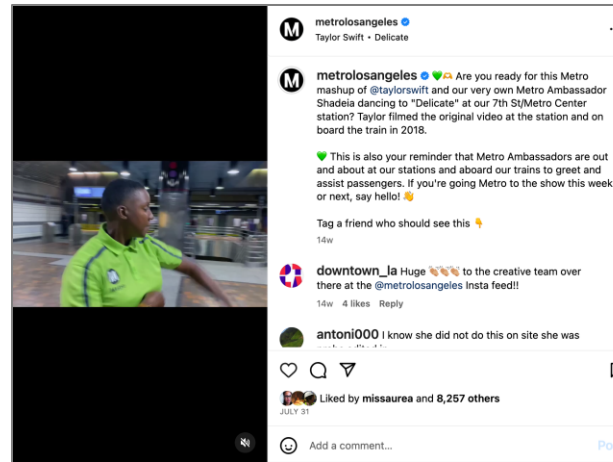
[Read Online](#)

The Announcement: 9 days before first show date, special service information was released via a "Taylored" press release and alerts, agency blog, and social media channels.

Pre-Event: Countdown on Social Media



9 days before event



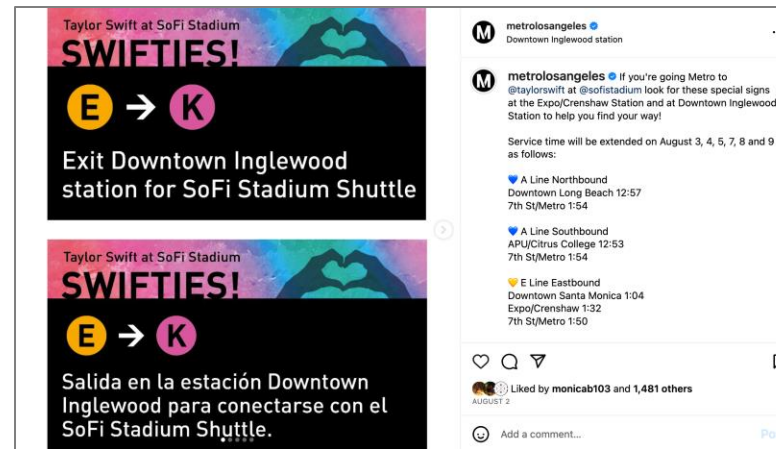
3 days before event



2 days before event



1 day before event

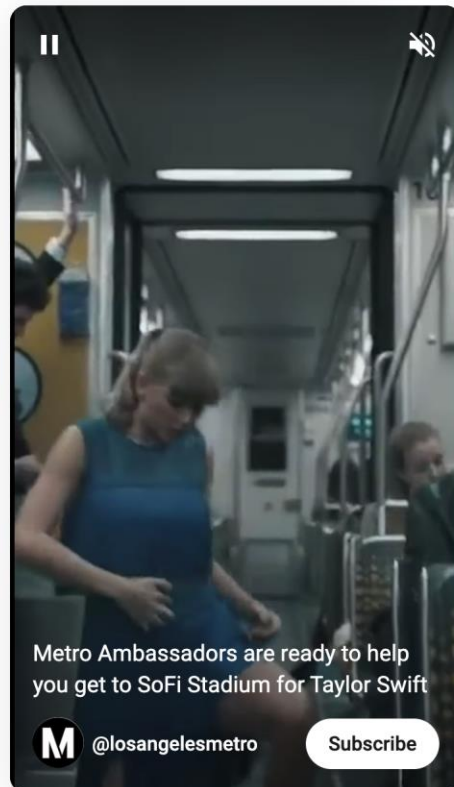
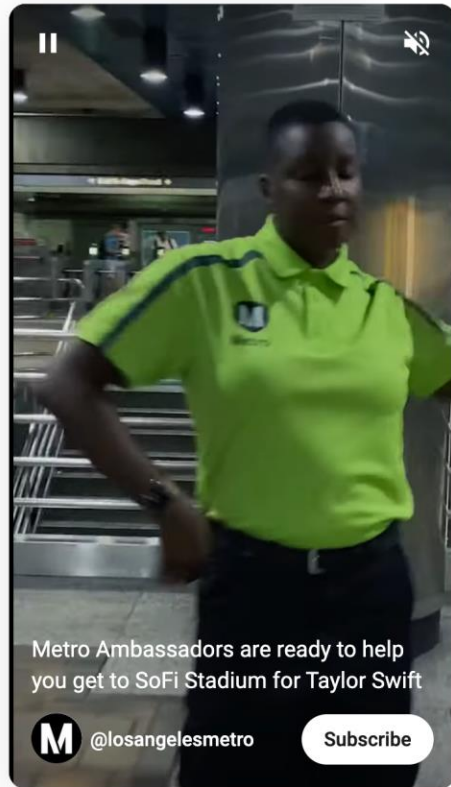


1 day before event



1 day before event

Pre-Event: “Metro’s Version” of “Delicate”

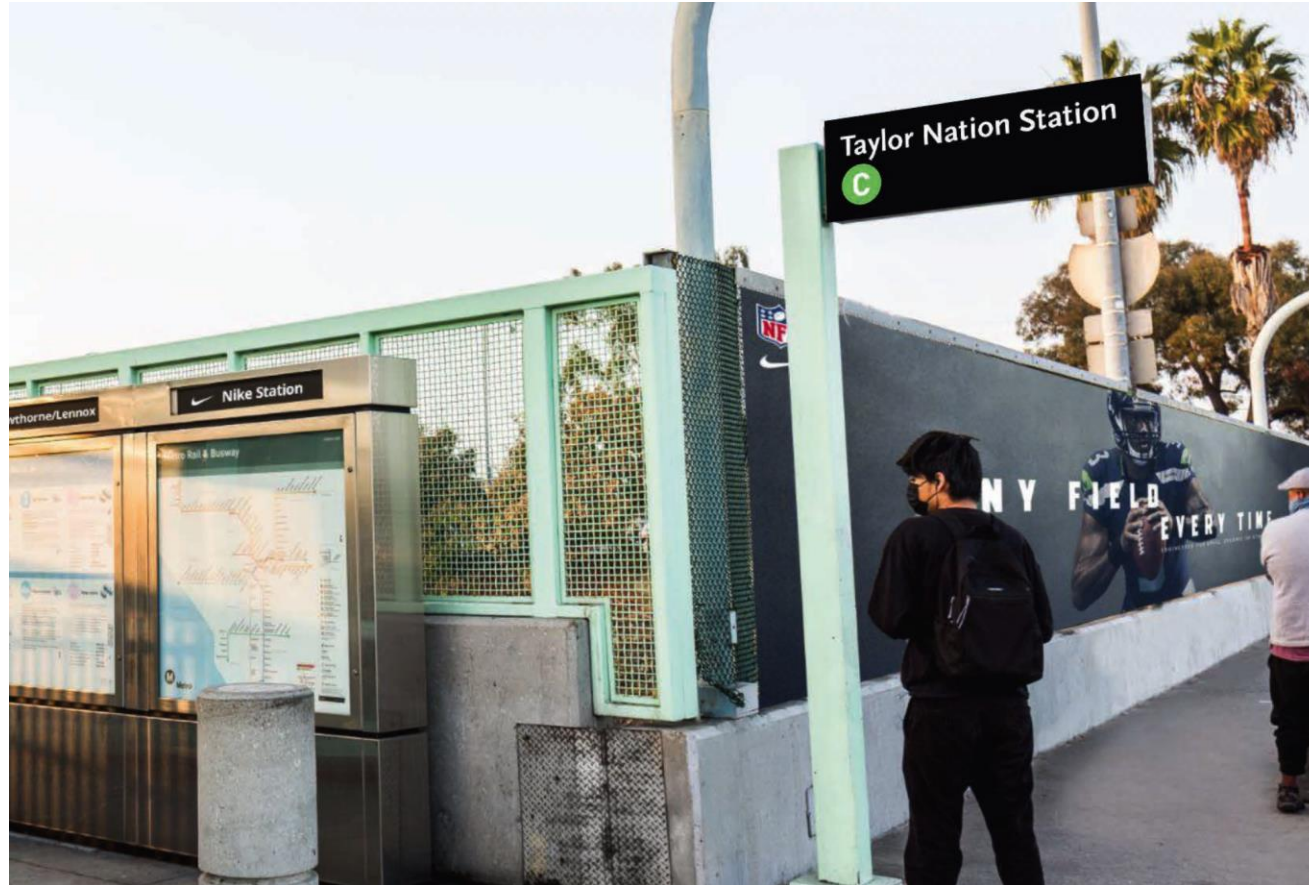


Taylor Swift’s iconic music video for “Delicate” was filmed at Metro’s 7th Street/Metro Center Station, so we set out to create “Metro’s version” – a mashup – with Metro Ambassador Shadeia Smith in the starring role.

Press to play >>>



Station Takeover



A SIGN ELEVATION
SCALE: 1 1/2" = 1'-0"

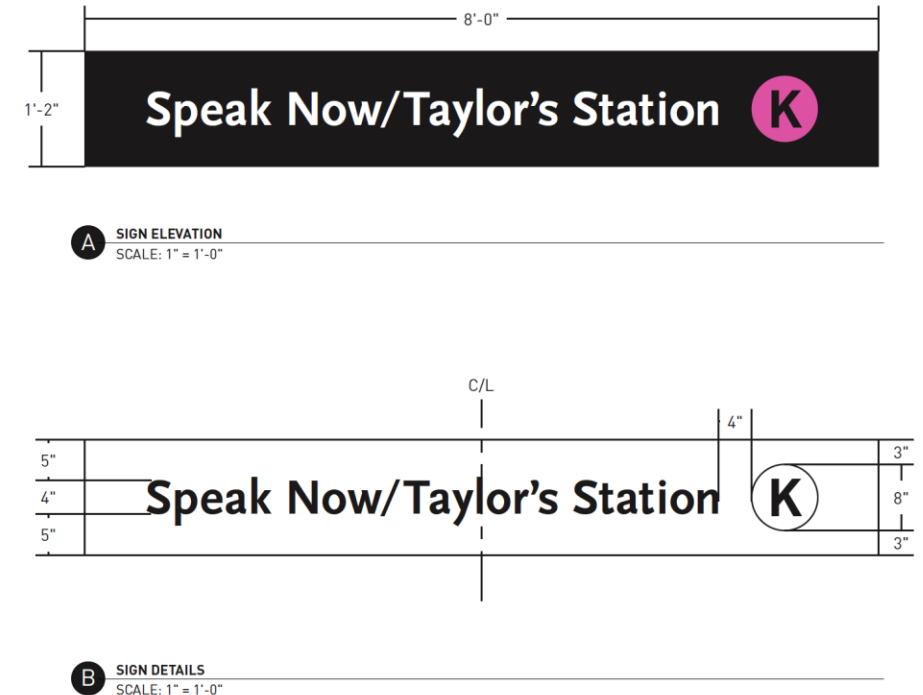


B SIGN DETAILS
SCALE: 1 1/2" = 1'-0"

Station Takeover



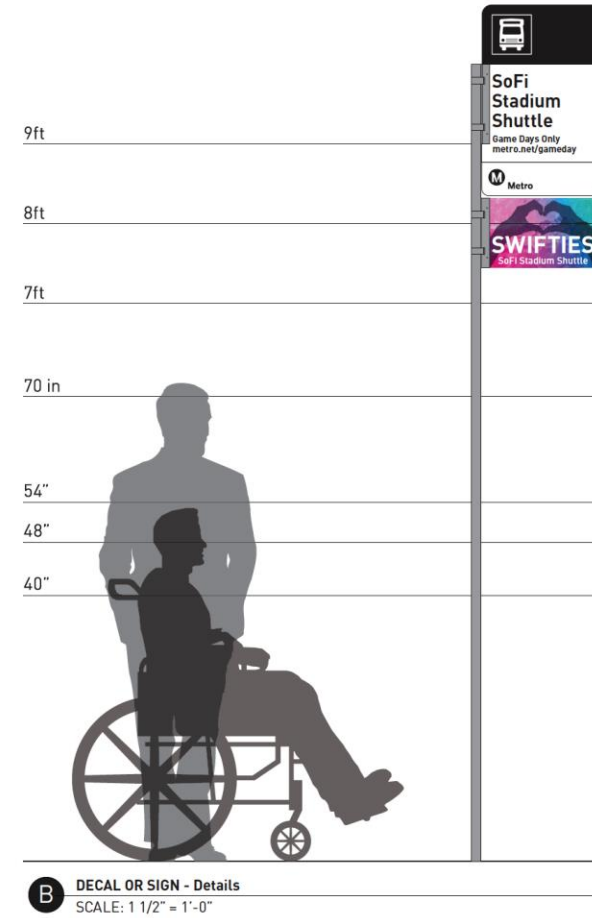
'Speak Now/Taylor's Station' serviced Metro K Line to SoFi Stadium



Bus Shuttle Takeover



A DECAL OR SIGN -
SCALE: 75%

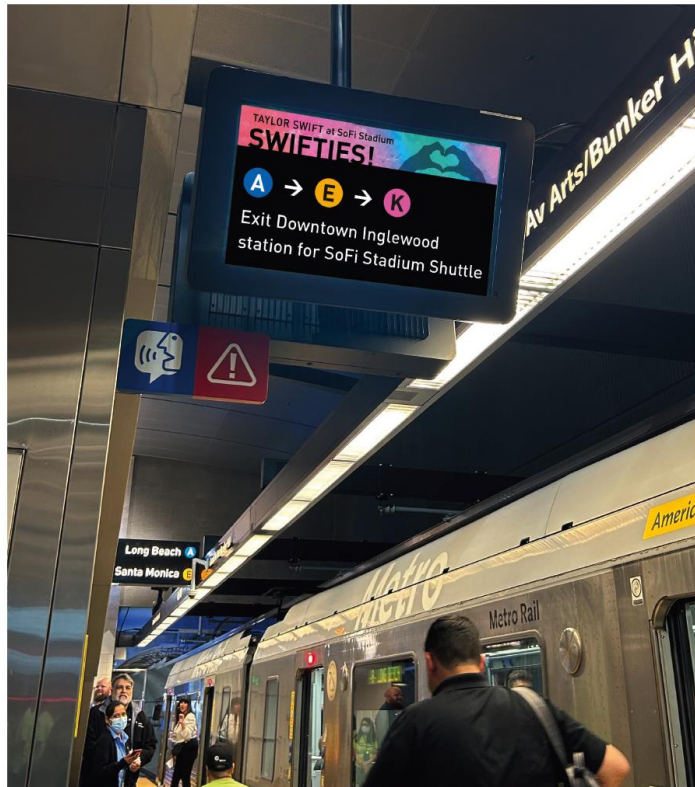


B DECAL OR SIGN - Details
SCALE: 1 1/2" = 1'-0"

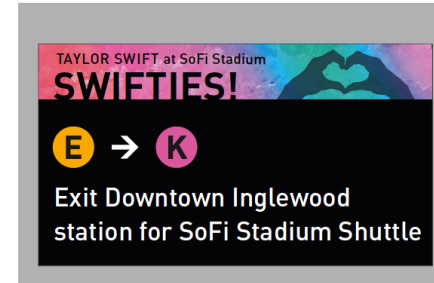


SoFi Stadium Shuttle loading zones received additional 'Swifties' designation

System Signage: Station Screens



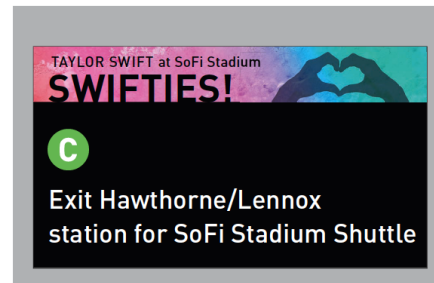
A Line TPIS



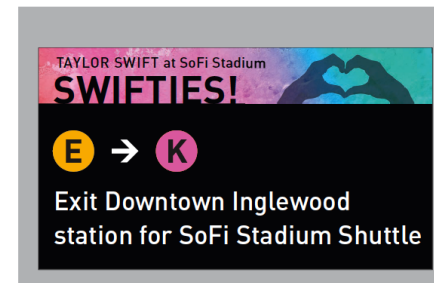
A & E Line TPIS



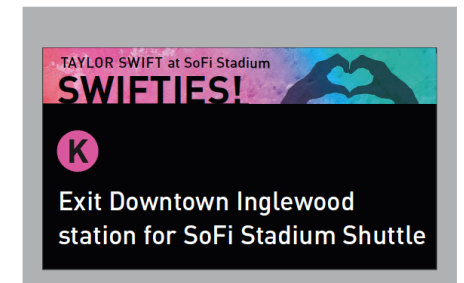
B & D Line TPIS



C Line TPIS



E Line TPIS



K Line TPIS

System Signage: Street Connections



Street-level directional signage with QR Code link to event information – placed at park & ride lots to Metro stations and between transfer stations

Earned Media Response



362

Stories

864M

Impressions in Print, Online & Broadcast

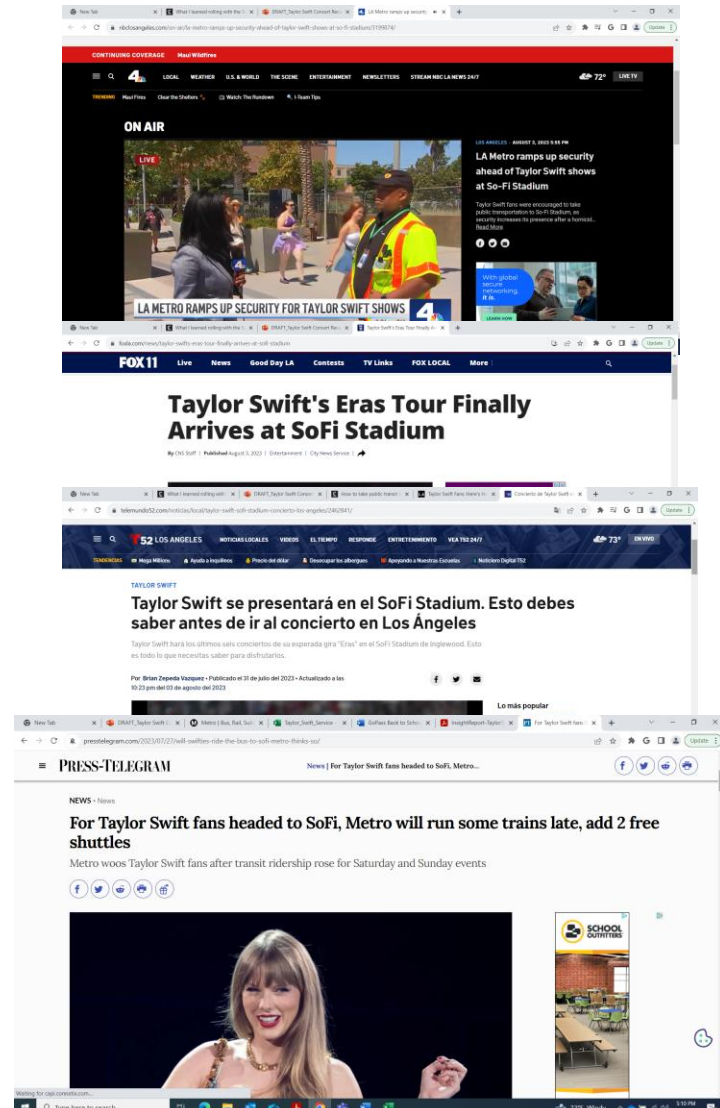
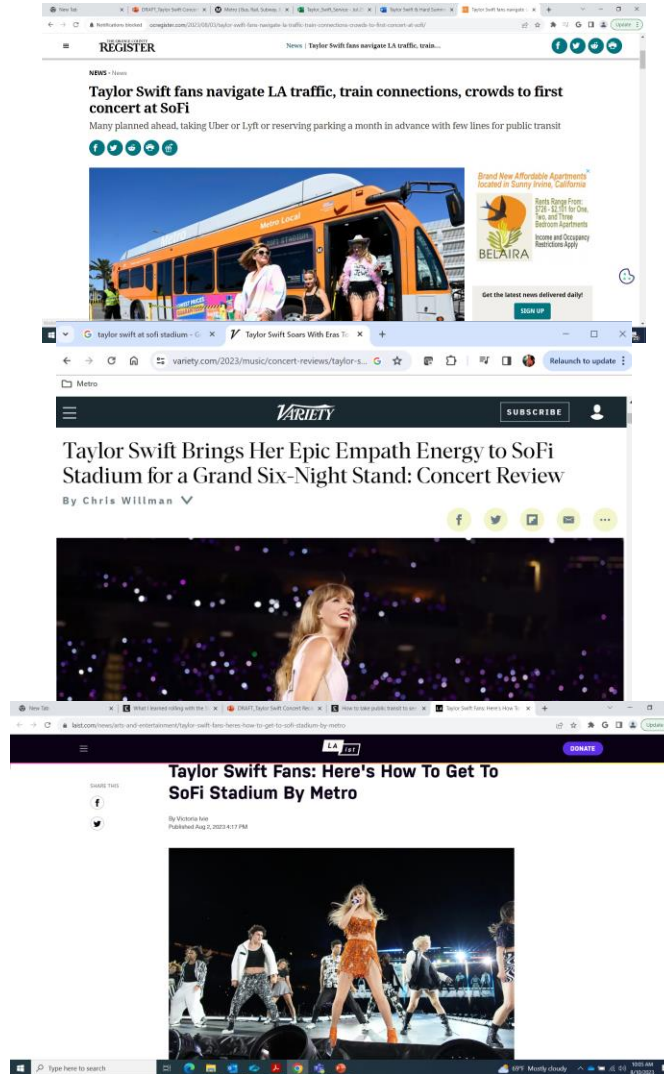
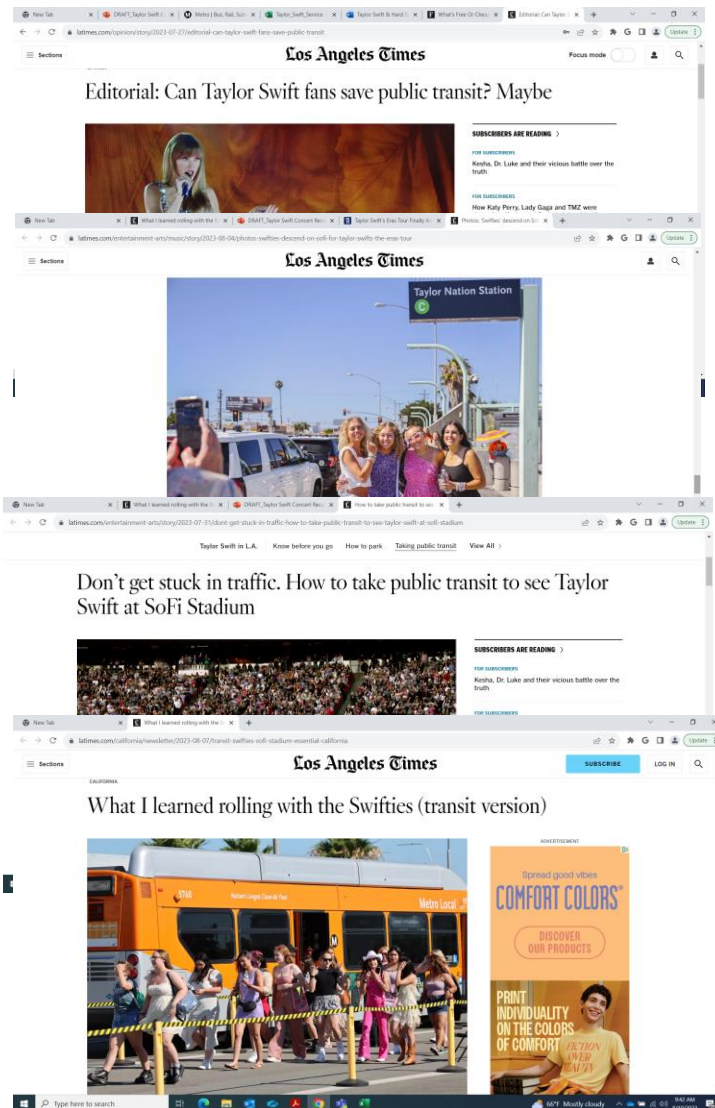
\$8M

Advertising Value in Print,
Online & Broadcast

99%

Positive or Neutral
Sentiment

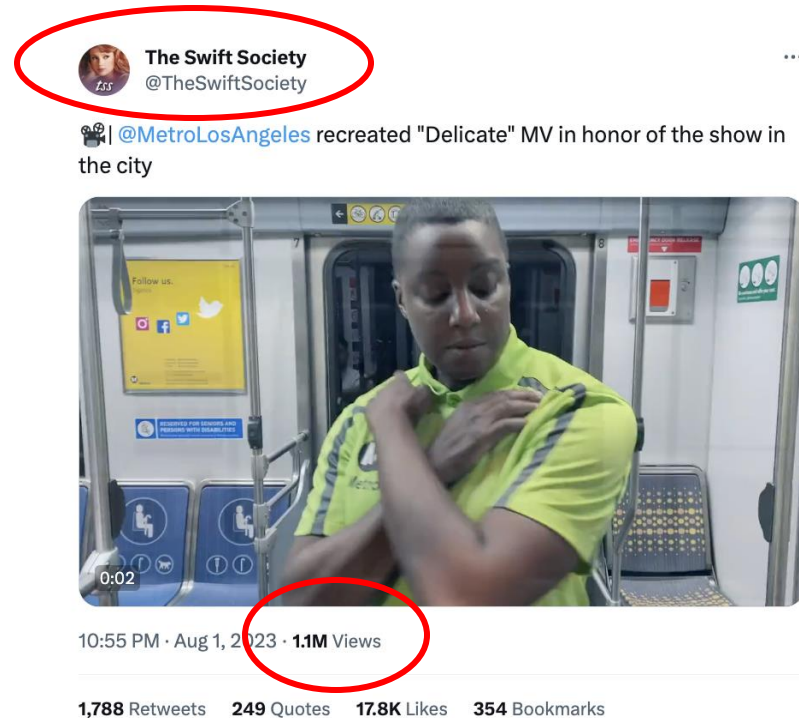
Media Response: 362 Stories



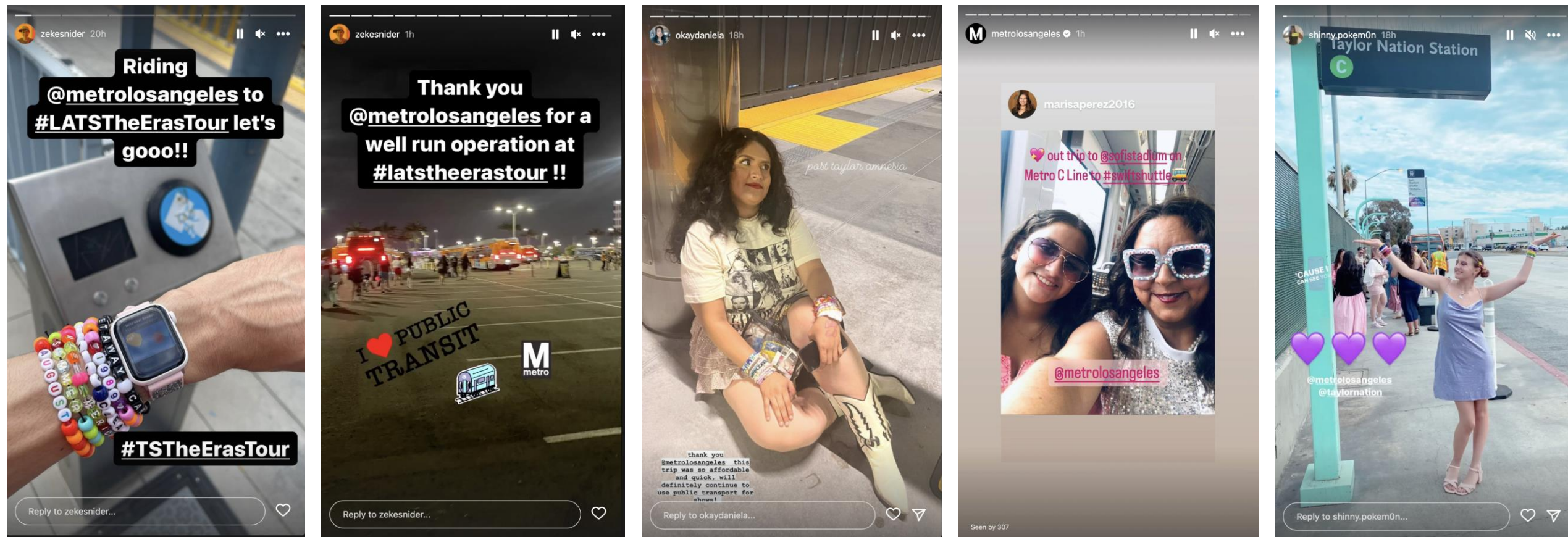
Social Media: Metro's "Delicate" Goes Viral

Metro's "Delicate" video went viral on TikTok, received commentary from Flavor Flav and was then shared by The Swift Society on Twitter, where it was viewed 1.1 million times.

It ultimately garnered **2.5 million** impressions, **60k** likes and countless comments of "ate" and "slay" across platforms.



Social Media: User Generated Content



Our Taylor-ized station signage provided obvious selfie opportunities for riders. We were tagged dozens of times in other users' content related to the six days of concerts (and, more importantly, their commutes to the show).

Social Media: Impact

In total, we created 52 posts across platforms, garnering over **3 million** impressions and nearly **100,000** engagements (likes, comments, shares) -- not including the numerous posts about Metro's service to the concerts generated by others. The impact of our social media campaign earned mentions in both the *L.A. Times* and *Los Angeles Magazine*, **directly attributing the social media campaign as the reason for some concertgoers to try transit.**



The boost extends to another entity people might overlook: Metro. Given the potential for gridlock and high parking rates at the stadium and at nearby private lots, the transit agency extended bus and rail service. **An aggressive pre-concert social media campaign sought to persuade Angelenos to take a bus or ride the K or C rail lines**—a stop of the latter was temporarily rebranded as the Taylor Nation Station—and transfer to a free shuttle.

At \$3.50 round trip, the fares may not change Metro's finances, but people did try mass transit. Metro said that ridership on its rail network was nearly 25 percent higher on concert dates than same-day averages last month. The new K-Line saw a 250 percent increase in passengers, with nearly 5,000 additional trips each show night over averages in July. The C Line experiences 35 percent more rail boardings.

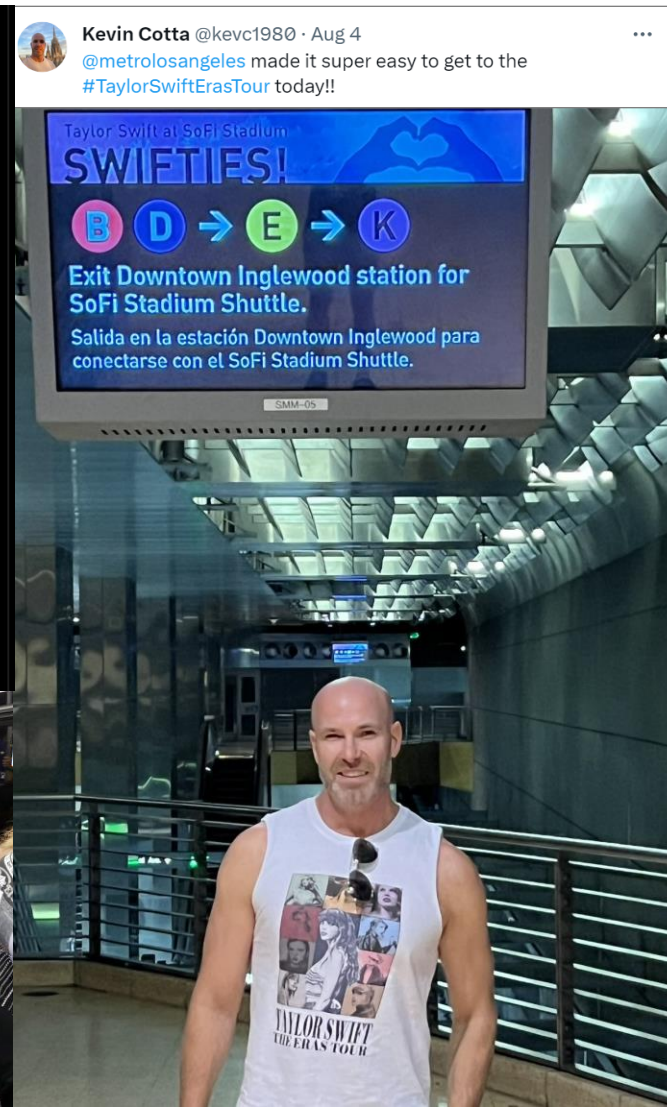
[link to article](#)

Los Angeles Times

Friends Zoe Albano-Oritt, Ekaterina Vladimirova, Ana Robinson and Maddie Herbik **told me they decided to take transit after Herbik saw and shared an L.A. Metro TikTok video about the Swiftie service.** They live in L.A., except for Robinson, who moved to Washington, D.C., but came back for the concert.

[link to article](#)

Rider Response: Customer Experience



Rider Response: Station Takeovers

