

AdWheel Awards 2023

CATEGORY:
**BEST MARKETING AND COMMUNICATIONS
TO SUPPORT RIDERSHIP OR SALES**

CAMPAIGN:
Ride & Shine



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Online Application

AdWheel Awards 2023

Category: Best Marketing and Communications to Support Ridership or Sales

Ride & Shine Campaign

Contact: **Patricia Lucy**
Director, Brand, Marketing and Ridership Development
patricia.lucy@translink.ca

Kari-Lynne Soucie
Brand and Marketing Strategist
kari-lynne.soucie@translink.ca

Company: South Coast British Columbia Transportation Authority (TransLink)
#400 – 287 Nelson’s Court, New Westminster, BC V3L 0E7

TARGET AUDIENCE

The Ride & Shine campaign was developed to build discretionary ridership, across 16 unique routes including Bus, SkyTrain and RapidBus. The campaign was built to target post secondary students and young professionals, current customers who weren’t using public transit for key discretionary trips, former and new riders who were open to unique offers, cost savings and environmental messaging and those who lived and worked along the campaign routes.

SITUATION & CHALLENGES

Before the pandemic, TransLink was moving 500,000 people daily. Covid-19 restrictions led to ridership dropping by 83%. After two years focused on safety and reconnection strategies, ridership was seeing improvements, but continued to sit below pre-pandemic levels. The slow recovery of ridership could be attributed to riders' personal choices, comfort levels, and a shift in requirement to travel. As TransLink relies heavily on fare revenue, with 57% of revenue generated from fares, and research showing the strongest return coming from leisure travel, finding a way to promote transit as the best choice for leisure trips, could in turn increase ridership. With these insights in mind coupled with a partnership to support tourism and the leisure travel sector, TransLink launched Ride & Shine.

STRATEGY & OBJECTIVE

Ride & Shine was developed to encourage customers to use transit and have a car-free summer. The objective was to reach 80% of pre-pandemic ridership levels by the end of 2022. This campaign drove ridership by positioning transit as the most convenient way to see the region's top summer spots. The message was further incentivized with offers through a partnership with Destination Vancouver's top attractions, culinary experiences, museums and galleries. Route-specific campaigns were developed that promoted a destination and highlighted why transit was the best option which ran across geofenced digital ads and targeted out-of-home. Partnership offers ran across the system and through partner channels. Community outreach helped enhance the campaign in person with promotions and activations.

RESULTS, IMPACT & MEASUREMENT

- » Ridership increased by 10% to over 80% pre-pandemic levels
- » TransLink had the strongest ridership return across all transit systems within North America
- » On weekends, ridership on the Point of Interest (POI) routes was higher than system-wide
- » Boardings at the POIs grew 14.5% on weekdays and 3.5% on weekends
- » The campaign delivered over 2.7 million video views and 13 million website impressions
- » 32 transit partner incentive offers to transit riders were secured earning 700K+ impressions, clicks and engagements to partner's sites.
- » Over 40,000 people boarded the Outreach Bus at 30+ events – earning media, hundreds of thousands of impressions

SUBMISSION REASONING

In 2022 it appeared the pandemic was easing. However, this did not mean the challenges facing Metro Vancouver residents were over. With gas prices rising, increased traffic and a growing climate emergency, this pushed the region to reconsider how they travel. The Ride & Shine campaign was developed to show residents' ways to explore the region using transit while also supporting destinations and local businesses. The strategy for this program, targeting key routes and geo fencing proved to be successful in delivering messages that resonated with customers and community partners. The campaign supported TransLink's top ridership metric, exceeding the year-end ridership projection before Q4, putting TransLink as a leader in ridership recovery, delivering the strongest return in North America!

Ride & SHINE





Ride & SHINE

Enjoy the park,
without the parking.

When you ride transit, you
can forget about gas prices
or parking and just enjoy
the summer.

Special offers and more at
translink.ca/rideandshine

 144 Bus to Deer Lake Park

T



Ride & SHINE


Think pints/patio. Not dollars/litre.

When you ride transit, you can forget about gas
prices or parking and just enjoy the summer.

Special offers and more at translink.ca/rideandshine

 401 Bus to Steveston Village

T



Ride & SHINE

Because summer doesn't fit
into 2 hour parking windows.

When you ride transit, you can
forget about gas prices or parking
and just enjoy the summer.

Special offers and more at
translink.ca/rideandshine

 211 Bus to Deep Cove

T



**Look for treasures.
Not parking spots.**

T

Ride & SHINE

Ride transit
and enjoy
special offers
and discounts.

Learn More!



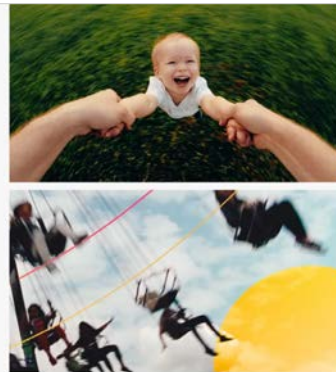
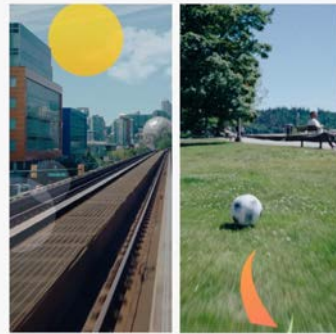
Ride transit and see where the car-free
days of summer can take you.

Special offers, summer routes, and more at
translink.ca/rideandshine



Video

Hero Video



Ride transit and
enjoy special offers
and discounts
to your favourite
summer spots.



translink.ca/rideandshine

Video link:
<https://youtu.be/qCSCZhob0XI>

Out of Home Advertisements

Transit Shelter Ads



Ride & SHINE

Ride transit and see where the car-free days of summer can take you.

Special offers, summer routes, and more at translink.ca/rideandshine

T



Ride & SHINE

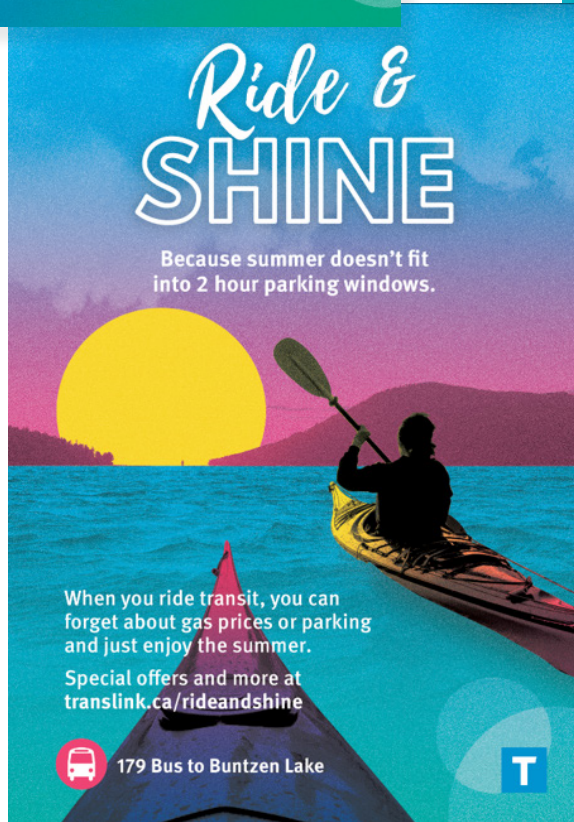
Go round in circles, without looking for a parking spot.

When you ride transit, you can forget about gas prices or parking and just enjoy the summer.

Special offers and more at translink.ca/rideandshine

 **R5 RapidBus to PNE, Downtown Vancouver, Burnaby Mountain Park...**

T




Ride & SHINE

Because summer doesn't fit into 2 hour parking windows.

When you ride transit, you can forget about gas prices or parking and just enjoy the summer.

Special offers and more at translink.ca/rideandshine

 **179 Bus to Buntzen Lake**

T

A large poster with a teal background and a large yellow sun. Two children, a boy and a girl, are sitting on a large rock by a lake. The boy is wearing a striped shirt and a hat, and the girl is wearing a striped shirt and a hat. They are both looking through binoculars. The text "Ride & SHINE" is written in a large, white, stylized font. Below it, the text "Spend more time looking for treasures. Not parking spots." is written in a smaller, white, sans-serif font. At the bottom, the text "When you ride transit, you can forget about gas prices or parking and just enjoy the summer. Special offers and more at translink.ca/rideandshine" is written in a white, sans-serif font. A small blue square with a white "T" is in the bottom right corner.

Ride & SHINE

Spend more time looking for treasures. Not parking spots.

When you ride transit, you can forget about gas prices or parking and just enjoy the summer. Special offers and more at translink.ca/rideandshine

A poster with a pink background and a large yellow sun. A woman is sitting at a patio table, holding a drink and pointing towards the camera. She is wearing a hat and sunglasses. The text "Ride & SHINE" is written in a large, white, stylized font. Below it, the text "Think pints/patio. Not dollars/litre." is written in a smaller, white, sans-serif font. At the bottom, the text "When you ride transit, you can forget about gas prices or parking and just enjoy the summer. Special offers and more at translink.ca/rideandshine" is written in a white, sans-serif font. A small blue square with a white "T" is in the bottom right corner.

Ride & SHINE

Think pints/patio. Not dollars/litre.

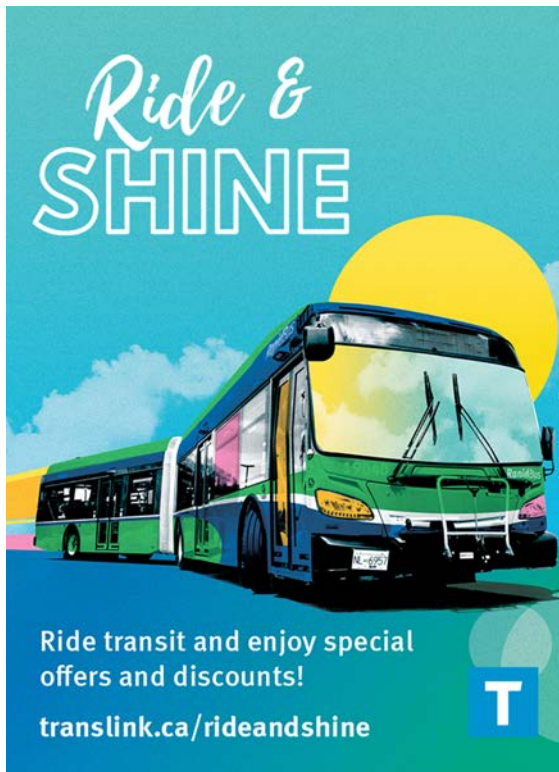
When you ride transit, you can forget about gas prices or parking and just enjoy the summer. Special offers and more at translink.ca/rideandshine

A poster with a green background and a large yellow sun. A person is seen from behind, wearing a backpack and a hat, walking through a forest. The text "Ride & SHINE" is written in a large, white, stylized font. Below it, the text "Enjoy the park, without the parking." is written in a smaller, white, sans-serif font. At the bottom, the text "When you ride transit, you can forget about gas prices or parking and just enjoy the summer. Special offers and more at translink.ca/rideandshine" is written in a white, sans-serif font. A small blue square with a white "T" is in the bottom right corner.

Ride & SHINE

Enjoy the park, without the parking.

When you ride transit, you can forget about gas prices or parking and just enjoy the summer. Special offers and more at translink.ca/rideandshine



Kiosk



SkyTrain Verticals



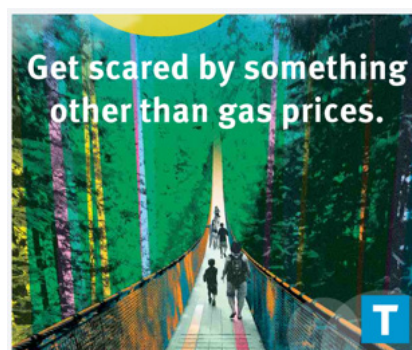
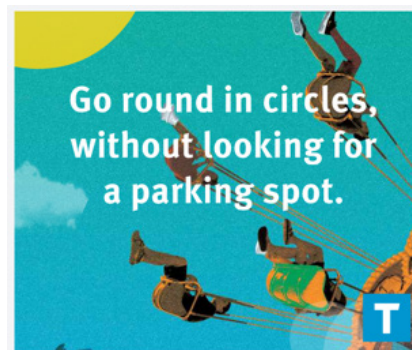
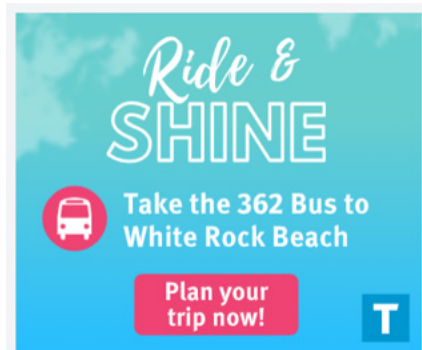
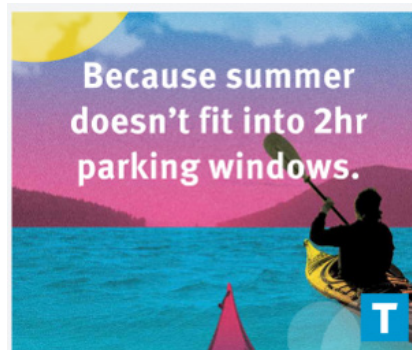
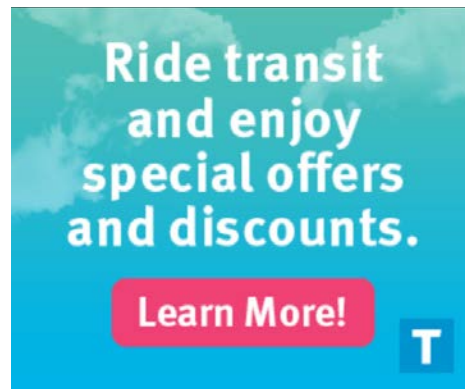
SkyTrain Wrap



SkyTrain Strip



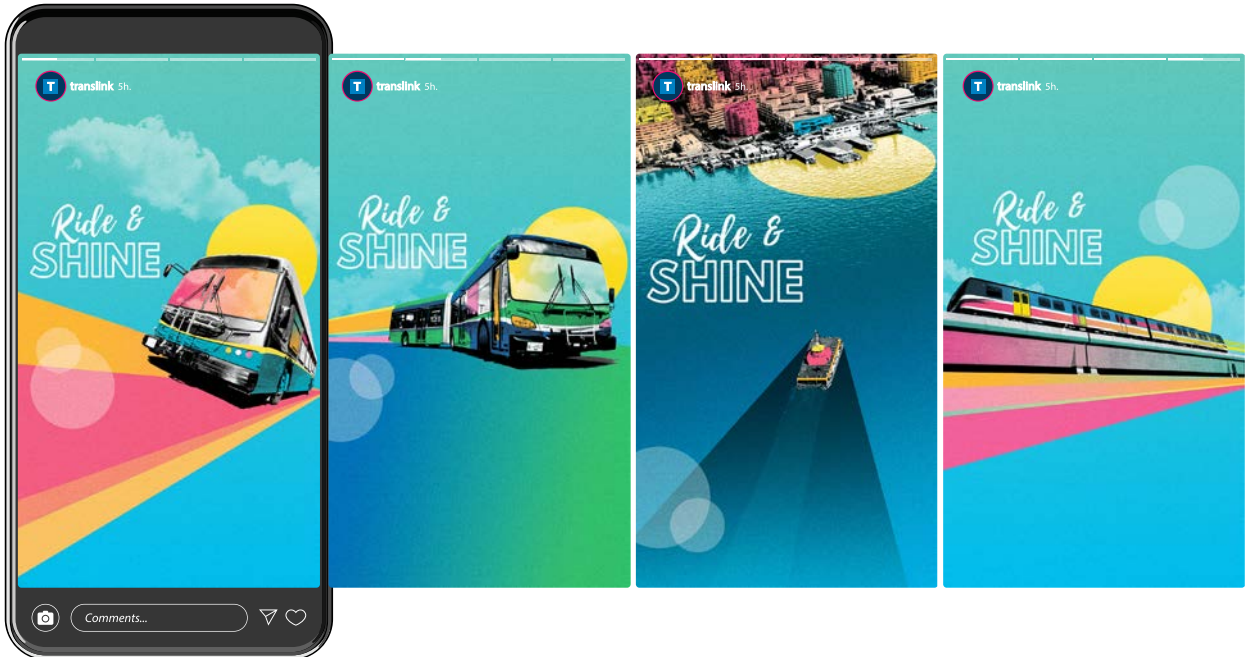
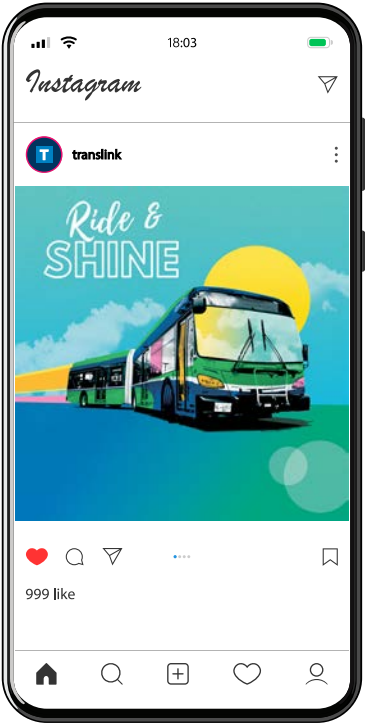
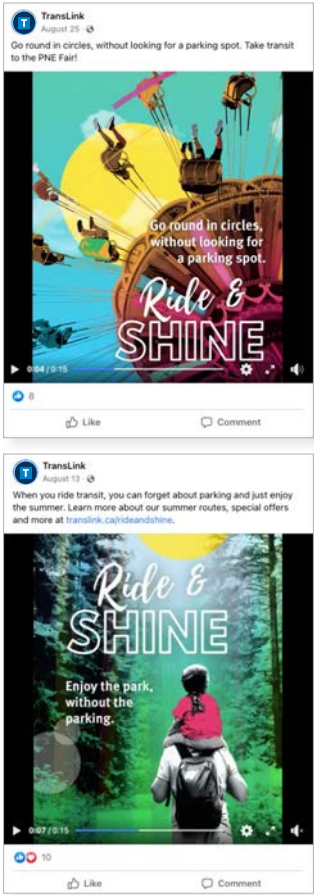
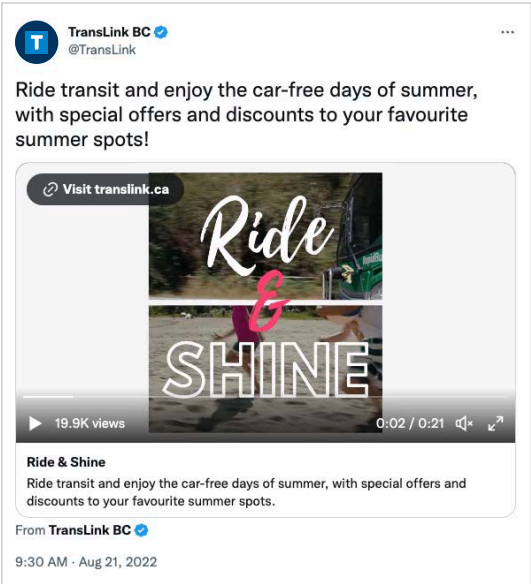
Offer Digital Ads



Route Specific
Digital Ads

14

Social Channels





Asia Crawford – frugalandfrills



Niki McKenzie – lil_niks



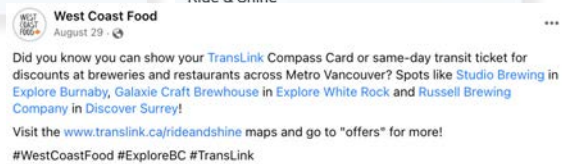
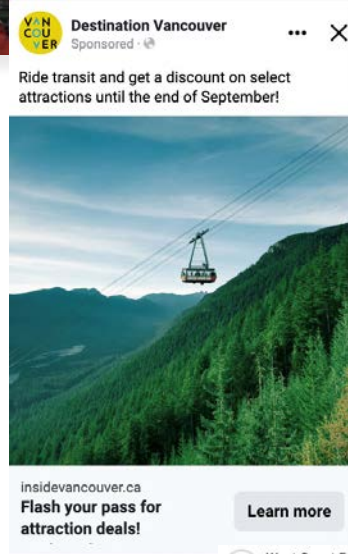
Viranlly Liemana – viranlly



Charmyn Chan – charmynchan

Partnerships

Destination Vancouver & PNE



Community Outreach Outreach Bus – Exterior and Interior Wrap



Ride & SHINE

T Top Summer Routes

Ride transit and enjoy the car-free days of summer! Along our Top Summer Routes and RapidBus Lines, you'll find special offers and discounts to your favourite summer spots. Check out the map and website for more details!

translink.ca/rideandshine



Handout

Mini Poster

Events

PNE



Car Free Days



