

BEST MARKETING AND COMMUNICATIONS
ON THE COVID-19 PANDEMIC

ELECTRONIC MEDIA

LYNX AIR PURIFICATION VIDEO

SITUATION OVERVIEW

The Central Florida Regional Transportation Authority (LYNX) Air Purification video was created to target our online audiences, including community members, local riders and visitors.

With Orlando being a top travel destination and providing a ridership service of more than 41,000 each weekday, it is imperative for us to continue in our efforts to educate and promote the safety measures that we are implementing to keep both the community and visitors safe while riding with LYNX.



LYNX AIR PURIFICATION VIDEO
LINK: <https://youtu.be/Ep8ZWJH3Kk0>

IN ADDITION TO YOUTUBE,
THIS VIDEO WAS FORMATTED
VERTICALLY FOR INSTAGRAM AND
FACEBOOK PLATFORMS

FACEBOOK AND INSTAGRAM STORIES



1080x1920



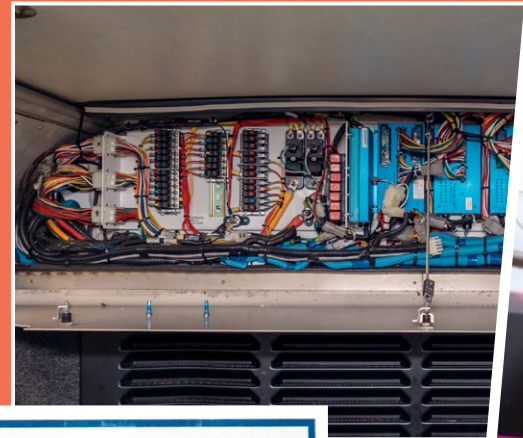
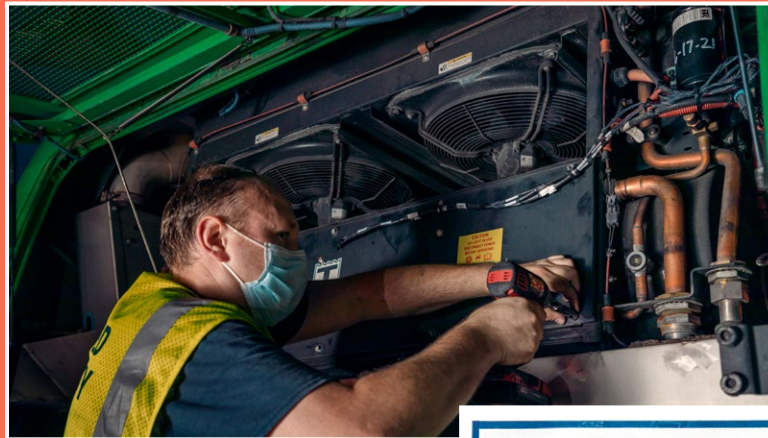
1080x1920

INSTAGRAM SQUARE



1920x1920

PERSPECTIVE




THIS VEHICLE PROTECTED BY

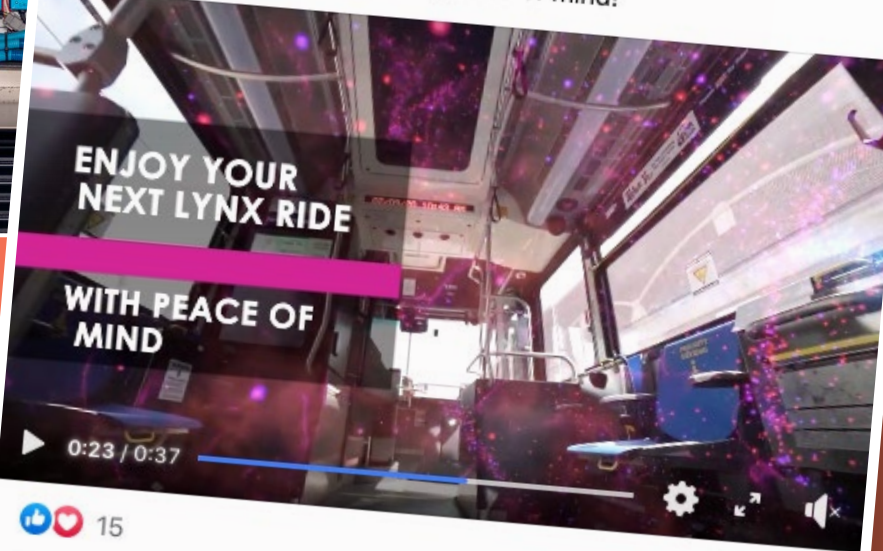


UNITED SAFETY
& SURVIVABILITY CORPORATION™

ACTIVE AIR UV-PHI® TECHNOLOGY

 **Central Florida Regional Transportation Authority(LYNX)**
January 6 at 7:01 AM · 🌐

Our buses, paratransit and NeighborLink vehicles are equipped with an air purification system that eliminates 99% of germs.
Enjoy your next LYNX ride with peace of mind!



0:23 / 0:37

15

Like Comment Share

1 Comment 3 Shares

 **Central Florida Regional Transportation Authority @lynxb...** · Jan 6 · ...


Our buses, paratransit and NeighborLink vehicles are equipped with an air purification system that eliminates 99% of germs.
Enjoy your next LYNX ride with peace of mind!





37 views

0:04 / 0:37

3

 **golyux** · Following

 golyux Great news! A new air purification system that eliminates 99% of germs has been installed on our buses, paratransit and NeighborLink vehicles.
Enjoy your next LYNX ride with peace of mind!



70 views

OCTOBER 4, 2021

COMPLICATED TECHNOLOGY AND PROCESSES MADE SIMPLE AND ACCESSIBLE TO OUR RIDERS.

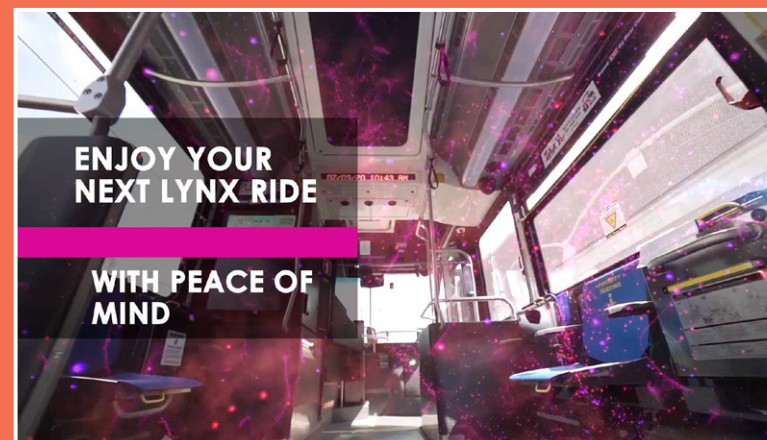
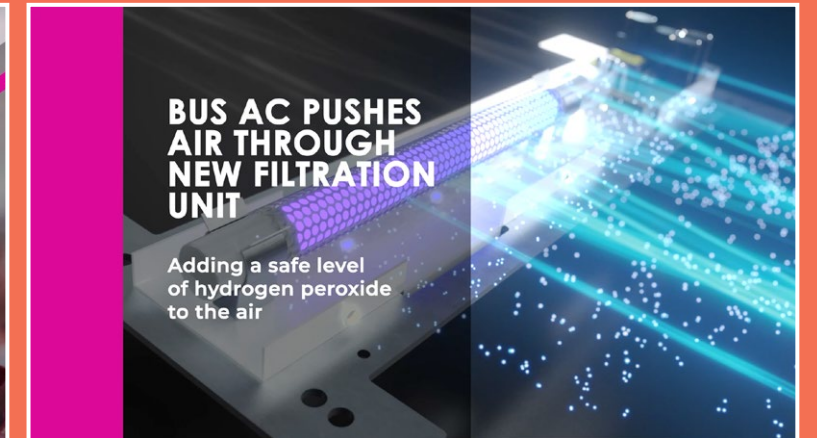
CUSTOM VIDEO

CRAFTED FOR OUR RIDERS

FOR ASSURANCE AND PEACE OF MIND

RESULTS

The LYNX Air Purification video since its debut has had a total of 3,900 views and has garnered positive feedback from community members on our exceptional and timely COVID-19 safety measures. As a top tourist destination in the United States, LYNX COVID-19 measures impact our community, but also other communities nationally. Hence, our marketing and outreach efforts have to be consistent and timely. With a recent increase in cases, creating this video has been instrumental in us being able to reiterate our commitment to providing a safe ridership environment.



3.9K
VIEWES

SELECT LYNX AIR PURIFICATION VIDEO SCREENSHOTS.