

GoTriangle APTA AdWheel 2022 Effectiveness Statement: *GoTriangle Greater Triangle Projected Population Growth Animation to increase Commuter Rail Project Awareness*

Best Marketing and Communications Education Initiative (general public information):
Electronic Media (online video):

Greater Triangle Projected Population Growth Animation (YouTube Link:
<https://youtu.be/tCecAaqI5C0>)

- 1. Who was the target audience for this entry?**
 - a. *Greater-Triangle NC Area residents* (Wake, Durham & Johnston Counties):
 - i. Current commuters;
 - ii. People unaware or new to the Commuter Rail Transit (CRT) project;
 - iii. Car-centric/Non-transit users;
 - b. *Stakeholders*:
 - i. county/city;
 - ii. private sector;
- 2. What was the situation/challenge that necessitated creating this entry?**
 - a. Needed a visual to explain the necessity for such a large transit investment in our region;
 - b. To inform greater Triangle area residents of the limited existing infrastructure (roads & congestion) to accommodate future needs as population continues to skyrocket and new businesses move to the region.
 - i. Directly highlight the tremendous population growth estimates for our entire region as some of the highest in the country;
- 3. What was the strategy/objective of this entry?**
 - a. Compare and contrast existing population numbers to future numbers to show that the CRT project is necessary for quality of life in the future.
 - b. Explain the benefits of the project for future riders and car drivers alike:
 - i. Quicker/more reliable service than driving;
 - ii. Provide new access and opportunity to residents, especially those along the corridor;
 - c. Create something more compelling than a static bar graph/graphic for viewer retention;
- 4. What results/impact did this entry have? (e.g. increased ridership, higher sales, greater public awareness, etc.)**
 - a. Viewership statistics:
 - i. [YouTube video](#):
 1. 747 views;
 - ii. [ReadyForRailNC.com](#):
 1. Unique [Webpage](#) views: 1,334;
 2. Time spent on page: 2:22;
 - iii. *Featured on* [Commuter Rail live Zoom Webinar](#):
 1. Live viewers: 300+;

2. [YouTube post-live recording views](#): 513;
 - b. Created compelling visual information too for our new CRT educational website [ReadyForRailNC.com](#);
 - c. Directly highlighted one of the main selling points for commuter rail (population growth) in a quickly digestible media asset.
5. **Please tell the judges why this entry was submitted and why it should win an AdWheel Award.**
 - a. GoTriangle is proud of this video submission because the entire project from graphics to animation, to voiceover to editing were all created in-house by our talented Marketing team.
 - b. By successfully combining imaginative visual motion graphics, compelling voiceover script, and hard data to educate and enlighten greater Triangle residents about the CRT project with a focus on population, we were able to create a new and unique way to get people on-board with the project's goals.