



marta[®]
**customer
appreciation**

In Real Life



customer
appreciation

Design Concept



MARTA's 2021 Holiday Bus. MARTA had 3 festive holiday buses wrapped to kick off the holiday season and spread good cheer.

Calendar of Events

Dec 6th, North Springs Station, 3 – 6 PM
Performances by the Tinseltone Carolers

Dec 7th, College Park Station, 3 – 6 PM
Performances by the Tinseltone Carolers

Dec 8th, Doraville Station, 3 – 6 PM
Performances by the Tinseltone Carolers

Dec 9th, Five Points Station, 3 – 6 PM
Performance by Ballethnic
Holiday sweets by Kupcakerie

Dec 9th, H.E. Holmes Station, 3 – 6 PM
Performances by the Tinseltone Carolers
Photobooth souvenir and MARTA swag bags

Dec 10th, Indian Creek Station, 3 – 6 PM
Performances by the Tinseltone Carolers

Dec 13th, Five Points Station, 2 – 5 PM
Santa Claus appearance
Performances by the Tinseltone Carolers
Photobooth souvenir, MARTA swag bags and holiday sweets

Dec 14th, H.E. Holmes Station, 3 – 6 PM
Performances by the Tinseltone Carolers

Dec 15th, Clayton Transit Hub, 3 – 5 PM
Performances by the Tinseltone Carolers
Hot chocolate from Refuge Coffee Truck

Dec 16th, Five Points Station, 4:30 – 5:30 PM
Performance by Brenda Nicole Moorner
Holiday sweets by Kupcakerie

Dec 16th, Lindbergh Center Station, 3 – 6 PM
Performances by the Tinseltone Carolers

Dec 17th, Indian Creek Station, 3 – 6 PM
Performances by the Tinseltone Carolers

Dec 20th – Dec 22nd, Airport Station, 3 – 6 PM
Performances by the Tinseltone Carolers

Social Media Graphic



At select stations MARTA gave customers a special experience of dance performances, carolers, a special appearance by Santa Claus himself and more! We invited customers with the above social media graphic. Schedule of events listed to the left.

customer appreciation

Livescape



11-panel digital billboard displayed at our Five Points Station.

Triptych



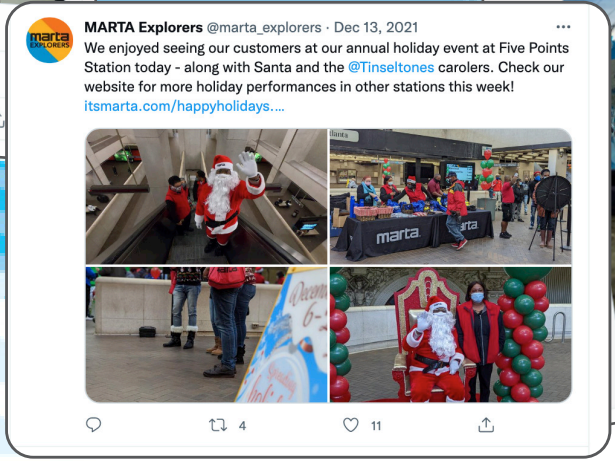
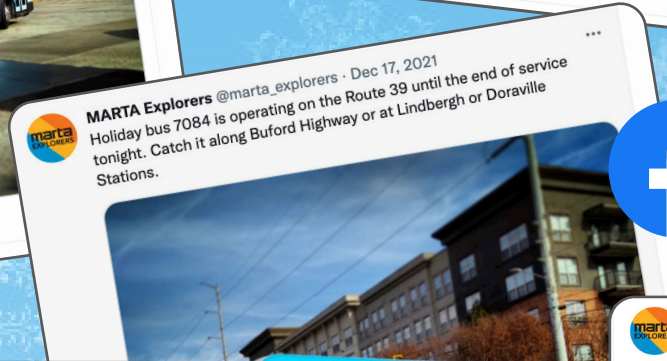
A 3-panel digital design exhibited at a number of our stations.

Digital Shelter



Wishing all a happy holidays at one of our Bus Shelters in Brookhaven.

customer appreciation



customer appreciation

Social Media Engagement

Holiday Event Signage



A-frames advertising our holiday events.

Prize Table



Engaging with customers!

Swag



Handing out pre-packaged MARTA swag to help limit the spread of COVID-19.

Santa on the train



Prize Wheel



Customer winning a 7-day Breeze card!

customer appreciation

Promotional Items



Receiving our appreciation with MARTA branded drawstring bags. Promotional items like hot cocoa mix, cups, pens sanitizer spray pens, and candy canes, were just a few of the items.

Santa at the station



Carolers Singing at the Station



Carolers Enjoying a Visit with Santa



Customers Enjoying Holiday Music



customer appreciation

Green Screen Photo Booth



Customers stood at a green screen to take photo and were given a custom photo with MARTA's Holiday themed design (Example of result: last photo on the right)

Green Screen for Photo



Santa greeting a young MARTA rider.

Photo Souvenir



MARTA's branded custom 2021 design transported customers into a winter wonderland. Over 250 people visited our photo booth in one day.

customer appreciation