



## **City Line Vehicle Reveal Video**

Entry for Best Marketing &  
Communications Educational  
Initiative (Non-Covid-19)

Shoestring Tactic / [Online Video](#)

## Who was the target audience for this entry?

The *City Line Vehicles Are Arriving!* video was created to give the public the first glimpse of STA's new all-electric 60' articulated coaches, and to generate excitement for Spokane's first BRT line which was still two years away.

The audience was

- 1) The greater Spokane community
- 2) Businesses and residences along the route
- 3) Current riders

## What was the situation/challenge that necessitated creating this entry?

Disruptive construction along the future City Line route had been going on for nearly a year downtown and in neighborhoods that are very vocal and politically active. Delays due to weather and COVID-19, and the ongoing inconveniences caused by station construction, were rankling some members of the community. Sentiment online and in public meetings seemed to be turning.

Pointing to future City Line benefits wasn't going to cut it. We needed to show the public something tangible. We needed to show something *now*.



## What was the strategy/objective of this entry?

The arrival of the first City Line vehicle for testing and training seemed to be the answer.

The livery was designed by our Communications team, and was a drastic departure from our agency's brand, which was based on a color palette from the 1974 World's Fair held in Spokane.

Conceptual renderings of the City Line livery had already been released to the public a year earlier, and received overwhelming support.

So we decided to create a video to reveal the first bus. It would showcase the first finished piece of the City Line project.

### **But this plan had problems.**

We couldn't film the bus picking up passengers at stations along the route — that was *years* away.

And we couldn't even film the bus driving down the street because it was just a prototype, and wasn't street legal yet.

### **Also, we had no budget.**

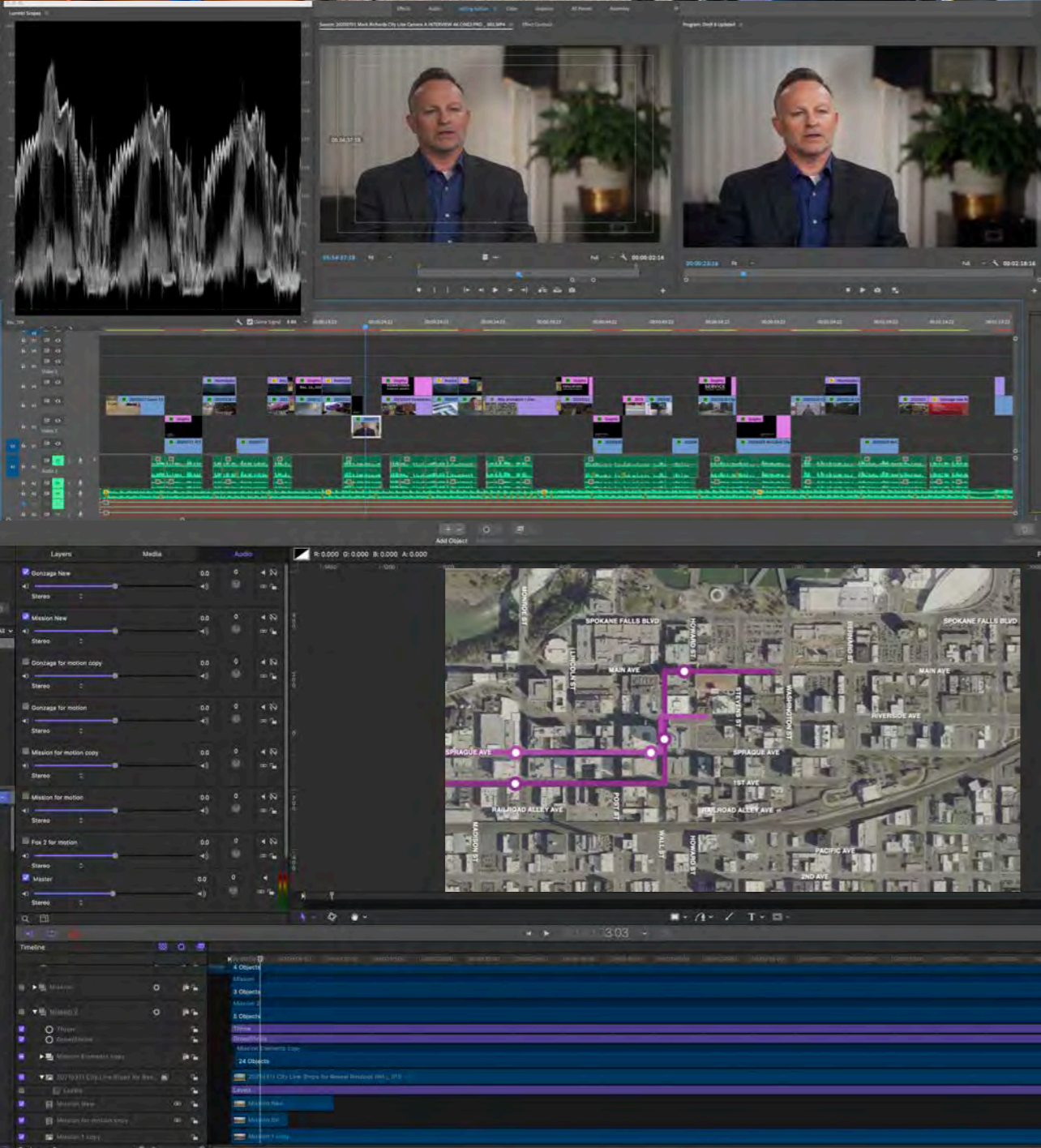
All we had a bus sitting in our garage that couldn't be taken outside.





We decided to use interviews with local community leaders to tell the story of City Line, and cut in action shots of the new vehicles.

To create a feeling of building suspense, we edited the interviews to dramatic music and used a slow zoom-in on the interview subjects. The music is the only part of the video we spent any money on (\$49).



With the route not in service and no budget for a video effects vendor, we taught ourselves how to animate a satellite map of the route that we got from our Planning Department.

Stations hadn't been built but we wanted to show how they would look in neighborhoods along the route. So we painstakingly dissected and animated blueprint files to create a montage of stations being rapidly constructed in locations where work hadn't yet begun.

We saved our best view of the bus until the very end. We used a drone hovering near the ceiling of the garage to get video circling the bus. Over two hours was spent to get the perfect 6-second shot.

Through editing tricks and zero-cost special effects, we tried to create an 'epic' feeling to the video. All for \$49.

[Watch the video here](#)

## What results/impact did this entry have?

The City Line video was watched nearly 8,000 times on Facebook — over 4,880% more than other STA videos in the month it was released.

The rate of positive reactions (likes, hearts, wows) was 1,090% our average. Comments on the City Line video were up 1,630%.

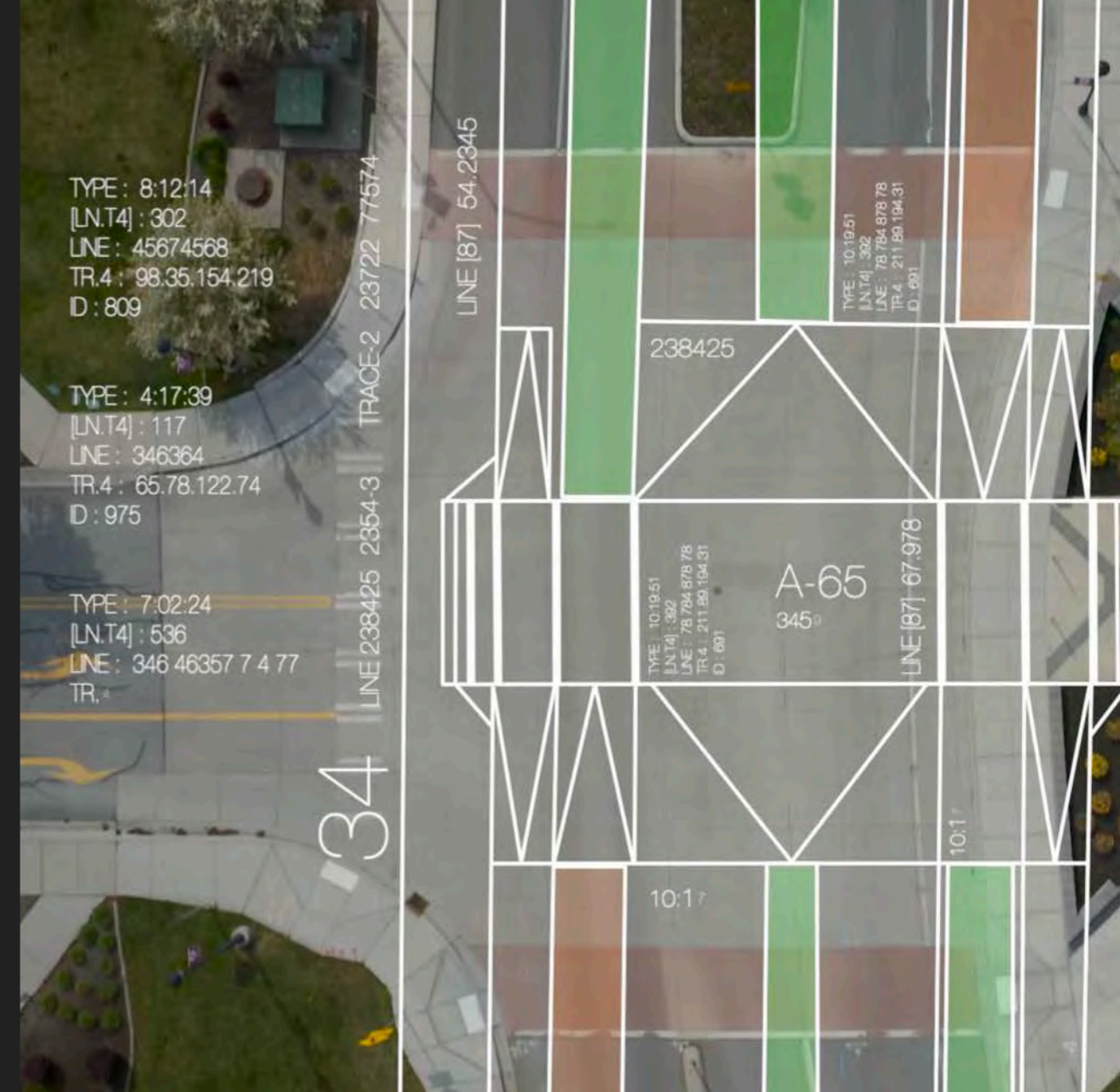
The video was also highly shareable on social media — 860% more than STA's average.

Taking into consideration comments, shares, reactions and view time, the video performed over 288 times better than our other posts that month.

Before making the video we had some reservations about a 'talking head'-style video, but the data shows it proved highly effective and popular.

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

We are submitting this video because it symbolizes what our small, scrappy team does best — work together, meet deadlines under pressure, typically spend less than \$100 per project, and exceed expectations to make public transit easier and more convenient to use.



*Thank you for considering our team!*

