



GET READY FOR SUMMER PASS!

Promotional Video

Submission for *Best Marketing & Communications to Support Ridership or Sales*

Shoestring Tactic

[Watch the video](#)

Who was the target audience for this entry?

The target audiences for this campaign were youth aged 6-18 and their parents or guardians.

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

In 2021 STA began offering free youth bus passes valid throughout the agency's 248 square mile, seven city service area through a program called Summer Pass. The passes could be picked up at any local library and were valid from June to September.

Inside our agency, there was a lot of excitement and pride in giving out thousands of free bus passes to local youth. We had five different bus passes designed with different animals. We wanted to start promoting the programs, but the passes weren't available yet.

We decided to do a video to kick things off. It needed to be memorable and funny, the kind of things kids or maybe their parents would share with each other and their friends.



STA SUMMER PASS



STA
SUMMER PASS
FREE FOR
YOUTH
AGE 6-18



What was the strategy/objective of this entry?

The decision to go with a kickoff video was made late and we hadn't budgeted for it. So we were mostly going to have to work with what we had on hand.

There were five different pass designs. Each pass featured an animal doing something silly like playing guitar or wearing sunglasses. We took those animal characters and added some more, then added simple motion effects and fun backgrounds. To round things out we added royalty-free images of some very cute kids.

We also had a box of videotapes we'd discovered a year earlier and had digitized. This was a treasure trove of old STA television commercials from the 1980's. One commercial showed people how to ride STA and had a scene of kids running to board the bus. We cut out the best bits and mixed them in with the kids-and-animals motion graphics.

Something was still missing...

At the last minute, we decided to go over the top and add dancing raccoons, cats and squirrels. We purchased royalty-free videos of CGI dancing animals, and switched out the background for an STA theme.

The final product is definitely a unique and attention-getting way of promoting this new youth program.

The final budget came in at \$307.

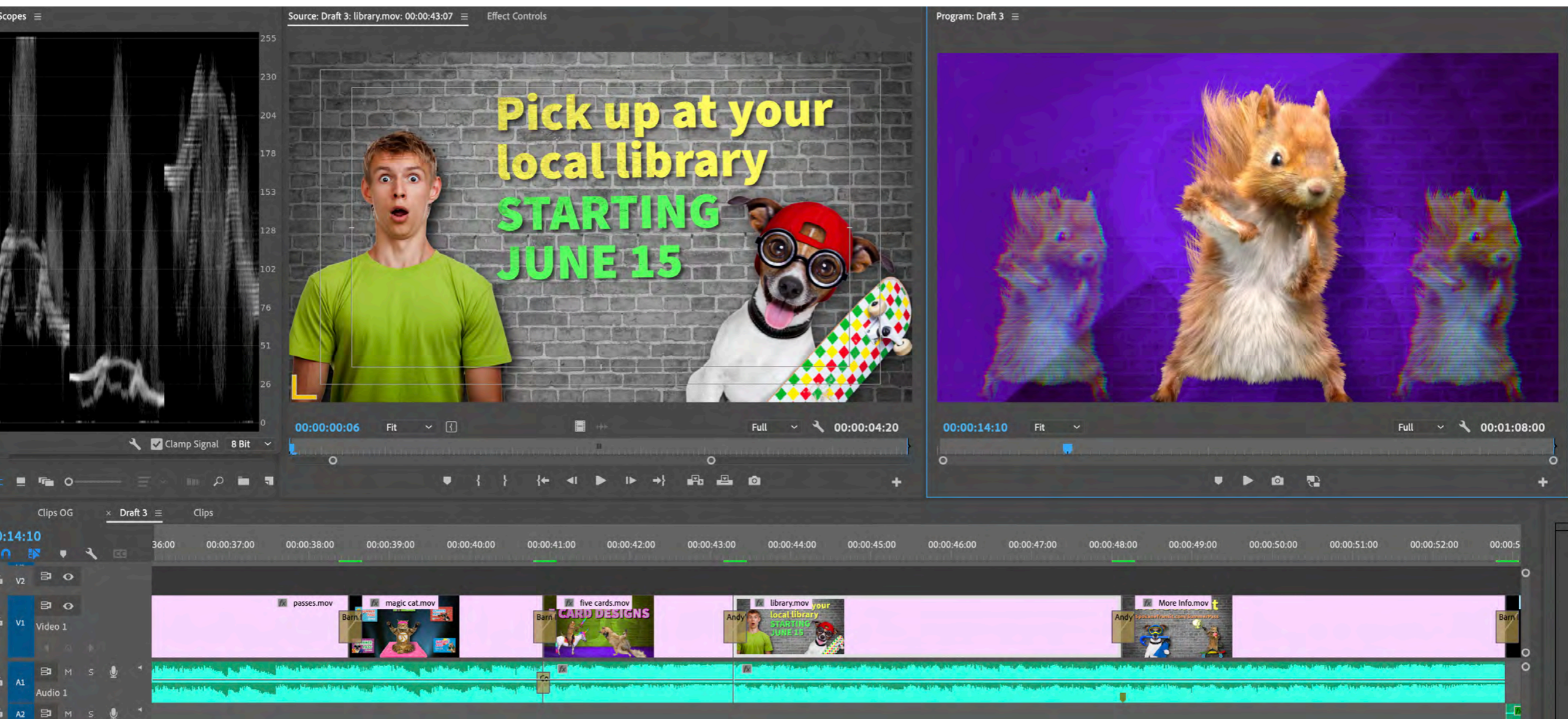
[Watch the video](#)

What results/impact did this entry have?

The video had over 4,000% more views than our other videos that month and 26 times the positive reactions. It also proved highly shareable – over 520% more than our average. Comments were up 600%.

Most importantly, the number of Summer Passes given out to local youth ended up surpassing our goals and expectations.

We're planning the 2022 campaign, and the crazy animals theme will definitely be back by popular demand.



Please tell the judges why this entry was submitted and why it should win an AdWheel Award.

We are submitting this video for consideration because it's the kind of thing our small team does best – pull together a crazy idea on a low budget, and make something creative that fits our marketing goals.

We're very proud to have supported the Summer Pass program with creative content that created buzz and excitement.

For us, the payoff has been seeing local kids on buses and at STA Plaza showing their Summer Passes and the crazy animals on them to each other.



Thank you for considering our team!

