



# Ride Safe, Stay Campaign Print Ad Campaign

June – December 2020

# CAMPAIGN OVERVIEW



**DCTA** DENTON COUNTY  
TRANSPORTATION  
AUTHORITY

**RIDE SAFE, STAY SAFE.**

- Mask Required
- Enhanced Cleaning
- Stay Updated

**COMMUTE WITH CONFIDENCE  
WHEN YOU #RIDEDCTA**

We're taking the necessary precautions to make sure our vehicles are safe so that when you're ready, you can hop back on board.

[LEARN MORE >>](#)

The COVID-19 pandemic has changed a lot of things — transit included. However, one thing that remains the same is our commitment to safely get people where they need to go.

In June 2020, DCTA launched its Ride Safe, Stay Safe campaign with the following goals:

- Showcase how DCTA is keeping riders and employees safe
- Share safety tips when riding transit
- Highlight enhanced cleaning and safety efforts
- Keep riders informed on DCTA COVID-19 news and updates

# PRINT AD CAMPAIGN

One of the key tactics for DCTA's "Ride Safe, Stay Safe" campaign was print advertising. The agency developed a media buy plan to featured campaign ads in key Denton County media publications. In addition, DCTA strategically included QR codes on all print ads to drive web traffic to the agency's campaign webpage and blog article.

The agency has spent \$7,700 on print advertising on this campaign to date.

**DCTA**  
DENTON COUNTY  
TRANSPORTATION AUTHORITY

**RIDE SAFE,  
STAY SAFE.**

MOVING YOU  
FORWARD

DCTA is here to help get you and our communities moving again! We're taking the necessary precautions to make sure our vehicles are safe so that when you're ready, you can hop back on board.

Visit [RideDCTA.net](https://RideDCTA.net) to learn about our mobility options and what we're doing to keep you safe!

Scan to view our COVID-19 response and safety measures!

RideDCTA.net • 940.243.0077

[f](#) [t](#) [v](#) [i](#) [m](#)

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# PRINT ADVERTISING CREATIVE

## Print Ad Insert (Two-Sided)



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**COMMUTE WITH CONFIDENCE  
WHEN YOU #RIDEDCTA**

**A-train**

Accessible area available for priority seating

- 1 Sit away from other passengers to allow for six-foot social distancing
- 2 Maintain social distancing when exiting vehicles
- 3 Wear a face covering when on board DCTA vehicles
- 4 Have your fare ready when boarding to limit prolonged contact with others
- 5 Wait to board vehicles until other passengers exit

**Bus**

Front accessible area available for priority seating

\*Some vehicles do not have seats in this area

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## Traditional Print Ads



**Mask  
Required**



**Enhanced  
Cleaning**



**Stay  
Updated**

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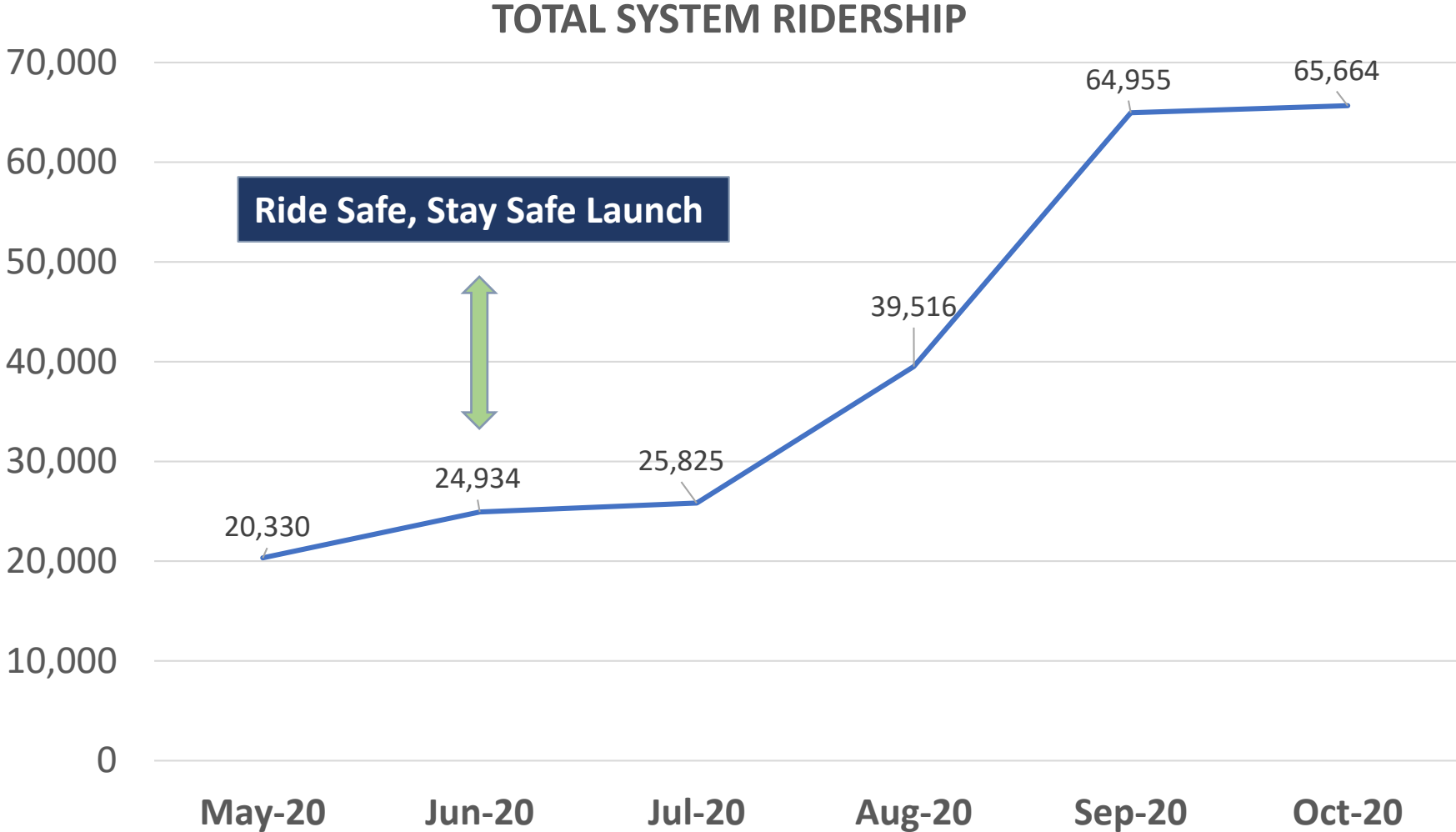


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# PRINT AD CAMPAIGN RESULTS



# RIDERSHIP VS. CAMPAIGN EFFORTS



# CAMPAIGN RESULTS

## **Paid Advertising Impressions**

- **Utility Bill Inserts:**
  - 138,500 distributed in Lewisville, Denton and Lake Cities area
- **Denton Record Chronicle:**
  - 4 Print Ads: 36,000 impressions

## **Campaign Website/Blog Referral Traffic**

- **Denton Record Chronicle:**
  - 20 clicks from QR code to DCTA's Ride Safe, Stay Safe campaign blog article
- **Community Impact:**
  - Nine clicks from QR code to DCTA's official Ride Safe, Stay Safe campaign webpage