

Metro "Driving Force of the Workforce" non video campaign assets

Print Ads



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Interior Bus Ads



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Internal Banners



Employee Shirts



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Employee Roll Out Comm



2020 Driving Force Campaign

This year, you'll notice new fresh advertising and brand strategy for our organization. This is a strategic effort to take our brand into 2020 and increase positive perceptions of Metro.

WHAT IS DRIVING FORCE?

Our new campaign tagline "The Driving Force of the Workforce" is a confident statement that illustrates how our services drive the economy forward. This statement will be found on most campaign materials. In addition to the new tagline is a fresh brand look, complete with new fonts and a bolder, clean and more modern use of color.

WHY THIS CAMPAIGN?

An important part of what makes this campaign unique and a positive attribute for our brand is that it focuses on our riders – who are the "driving force" of our community – using Metro for their jobs, school, shopping, errands and so much more. We created pieces that focus on riders, by having the brand messaging appear on different apparel items of riders. In addition, the tagline reinforces the jobs we do everyday as the "driving force" of our community. The storytelling brings meaning to the brand and confidently establishes Metro as the commuter's choice in the area.



HOW DOES THIS IMPACT YOU?

As the actual "driving force" of the workforce, you directly impact that ability of our riders to get to and from their jobs every day, literally driving the economy forward. With over 60 percent of riders surveyed indicating they use Metro for commuting purposes, we, as an organization, make a valuable difference in the daily lives of our customers. Whether you are a driver, mechanic, customer service representative or support staff, you are the "driving force" of the Quad Cities workforce.

WHERE WILL I SEE THIS CAMPAIGN?

We are currently rolling out these new materials with our evolved brand look and messaging on billboards and social media pages. You will also see other branding touchpoints incorporated throughout other avenues. Additionally, at the beginning of 2020, a 30-second spot will be running on select television channels as well.



Sample Social Post



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Billboards

