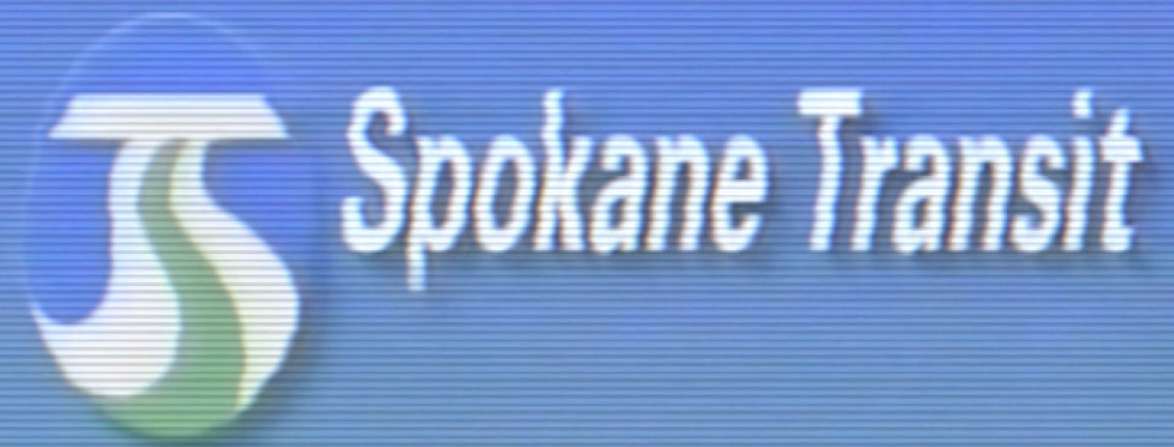




YOUR COUGAR CARD IS YOUR BUS PASS

An eyebrow-raising
educational video for a
virtual back-to-school
orientation

[Click here to watch the video](#)



Many people think
virtual meetings are

DULL

Many people think
virtual meetings are

BORING

So our team wanted
to do something

DIFFERENT

Who was the target audience for this entry?

The target audience was Washington State University students.

Enrolled students are given a student I.D. called a Cougar Card. The Cougar Card is also a bus pass, and can be used to ride STA without paying a fare at the farebox.

But most students didn't realize their Cougar Card was also a bus pass, and ridership growth depended on them knowing.

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

Identifying the target audience was important – but equally important was recognizing *how* the audience would be watching.

Because of COVID-19, the WSU student orientation would be virtual. Introductions and speeches would be recorded on laptops. Students were expected to watch the nearly four-hour long orientation on screened devices like computers or smartphones.

It's no secret that these types of virtual meetings usually run too long and are plagued by audio and video problems. *And they're boring.*

STA was given a timeslot in the middle of the orientation to educate students about how their Cougar Card is also a bus pass. It was suggested we use Zoom to record someone looking into a webcam and explaining how to use a bus pass.

But we saw this as a chance to make something students would remember...

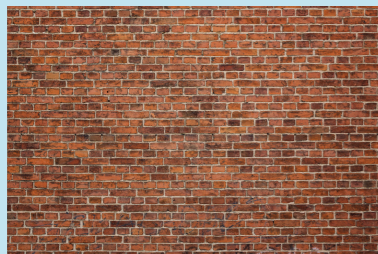
[Click here to watch the video](#)



BURRIED TREASURE

A box of videotapes with forgotten STA commercials

ROYALTY-FREE IMAGES and in-house motion graphics



What was the strategy/objective of this entry?

Our small, scrappy communications team identified this as a great opportunity to stand out from the pack and make something memorable.

Our goal was to be the high point of the orientation.

We also wanted students to see riding the bus as cool and fun.

STA's place in the lineup was between academic department introductions and student services. We thought students would probably leave orientation audio on while they navigated away to check social media, news sites, etc.

We needed to capture their attention and bring them back to the browser window where our video was playing.

We decided a funny song would pique their curiosity.

It turned out we already had one, because we'd recently digitized dozens of videocassettes with historical agency footage. Buried in those tapes was a cheesy commercial from the early 1990's with a song written for Spokane Transit called "Way to Go Spokane!" We cringed when we re-discovered it.

We open our video with a section of that commercial, then cut to motion graphics created by our four-person team. The graphics were made using stock photos of a brick wall and humorous pictures of college-age students mixed with information about how to use a Cougar Card as a bus pass.



Finally, to make the video as memorable as possible, we also put in cats playing guitar and riding unicorns, and an aviator dog flying through space.

What results/impact did this entry have?

We intentionally gave the university the video at the last possible moment because we didn't want to leave any time for requests for changes or edits. We risked the all-or-nothing strategy, and it worked. The reaction was immediately positive and the video was generating buzz even before it aired.

After the video played, we had people tell us it was the best part of the orientation and was much talked-about afterwards. The university also asked to share with students outside of the orientation.

\$49

Total budget for video production



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

There are four reasons we are submitting this for award consideration:

The video was a bright spot in an otherwise challenging year.

It was made in-house with creativity and outside-the-box thinking to reach a target audience at a specific time.

The only money we spent was \$49 for royalty-free music.

It's likely our CEO will only become aware of the existence this video if it wins something.

Thank you for considering our team!

