

Say Hello to Pickup by Capital Metro video

Best Marketing/Comms to Support Ridership: Electronic Media

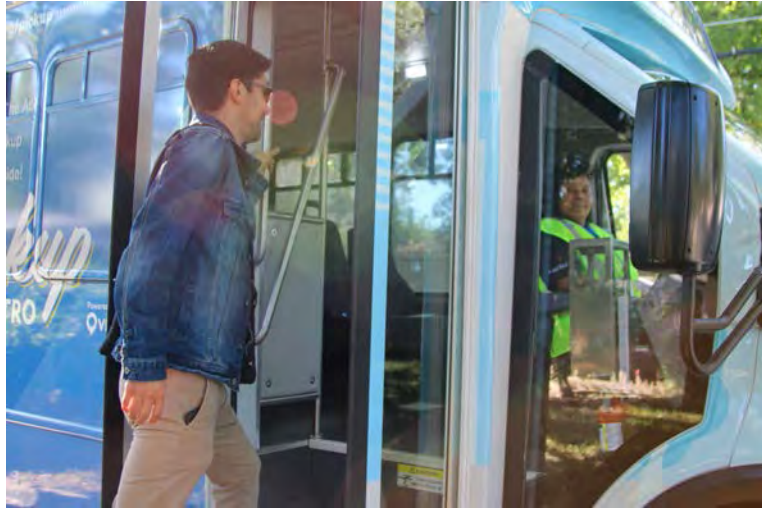
Video produced by Capital Metro Staff

Dates: January 2020 through present

Delivery methods: YouTube, Facebook, Instagram, Twitter

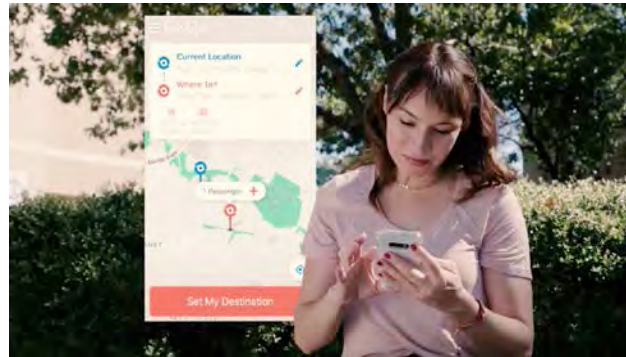


Pickup video Strategy/Objective

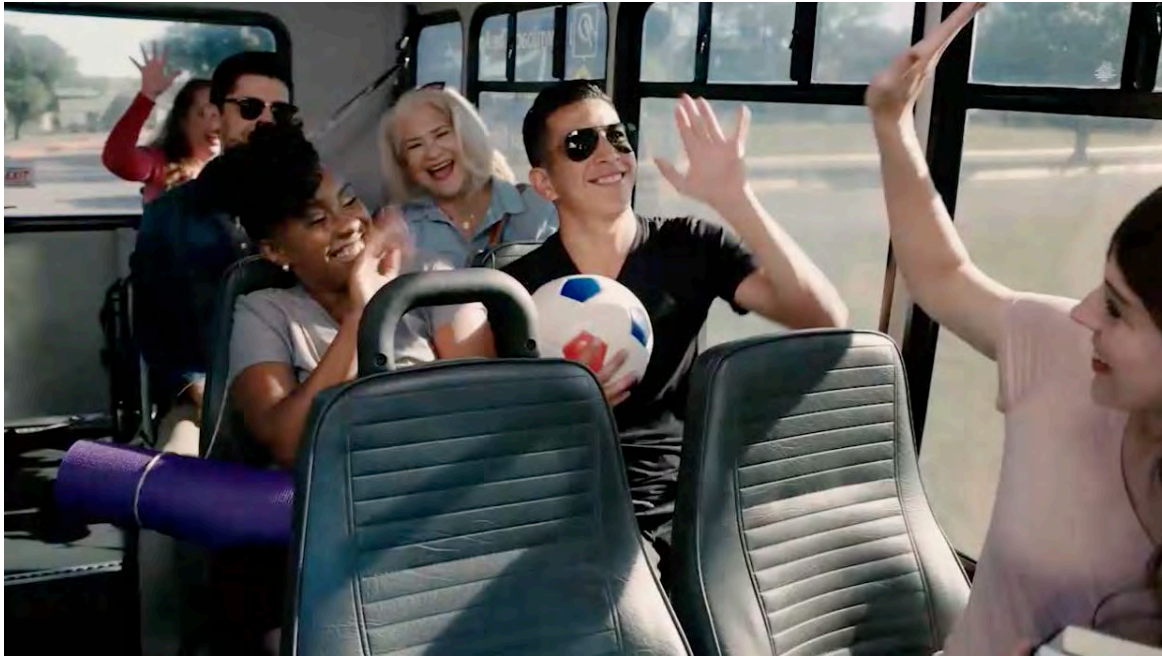


The strategy was to show how easy it is to use Pickup, but to have fun with it and capture the imagination. It was important to us to use actors who reflect our customer demographics including a paratransit rider, youth and seniors of various ethnicities.

"We aimed to create a fun video with a lot of energy that clearly presented general information and innovative features of our Pickup service." – Capital Metro Multimedia Producer



Pickup Video Results/Impact



On social media, we reached about 10,000 people with 32 shares and 64 comments.



Capital Metro posted a video to playlist Project Connect. ...

January 7, 2020 · 🌐

What has everyone so excited? Say hello to #CapMetro Pickup! Arrange on-demand transit service to and from anywhere within the service zone for just \$1.25. Download the Pickup App from your phone's app store to get started and we'll see you on board.

For all schedules and maps: CapMetro.org/pickup



 43

7 Comments 27 Shares

Pickup video

Why it should win

The videos make it easy to share the message of Pickup for anyone to understand and hopefully get excited about. The success of the service speaks to the value of these videos as we expand to new zones.



“This service is great for my students with disabilities. They’re learning to use it to get around. I hope to see it expand more in the Leander and Austin area.”

- Pickup customer



English -

<https://www.youtube.com/watch?v=eI5kfm9iDCQ>

Spanish -

<https://www.youtube.com/watch?v=3sWudVotq-4>



METRO

THANK YOU!