



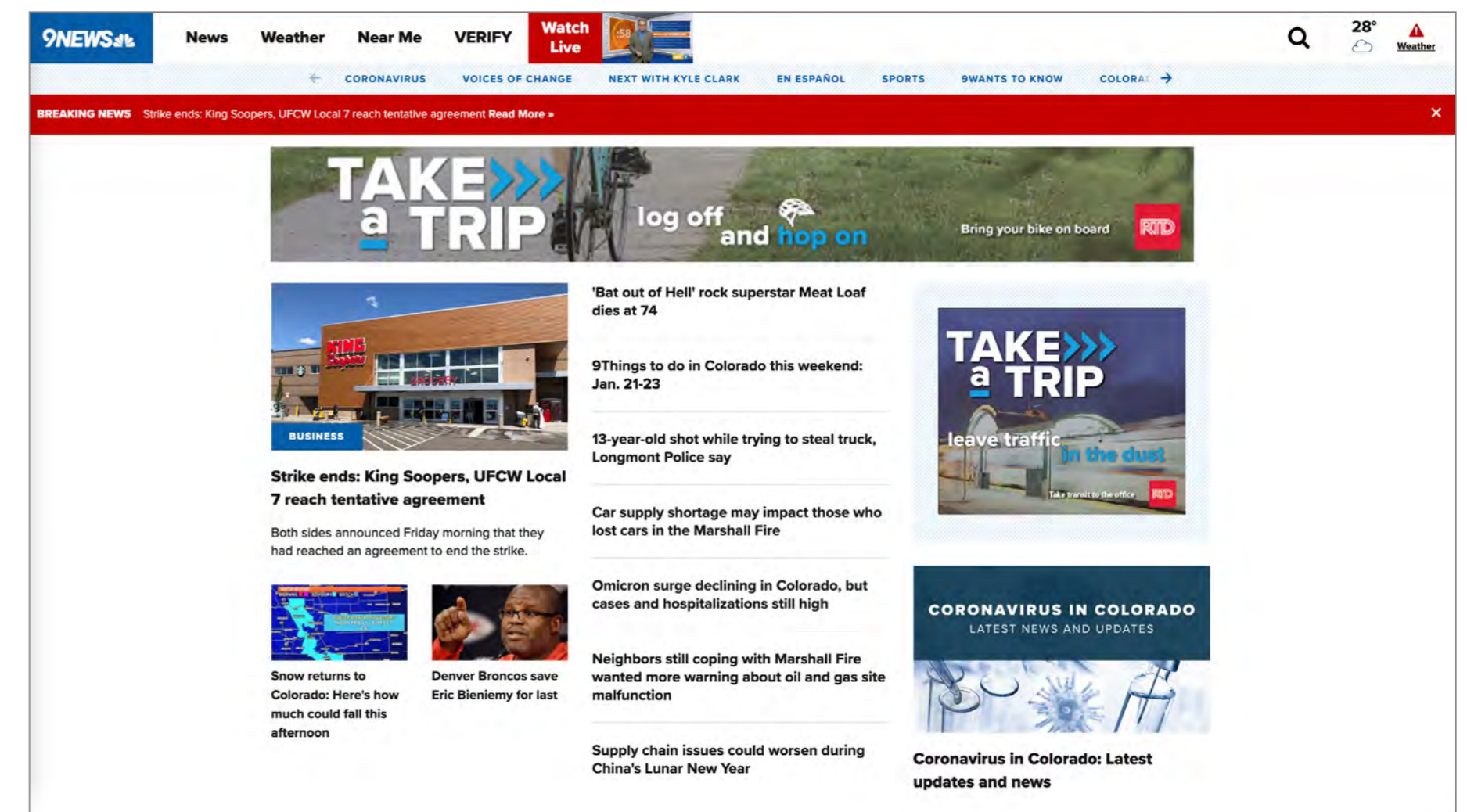
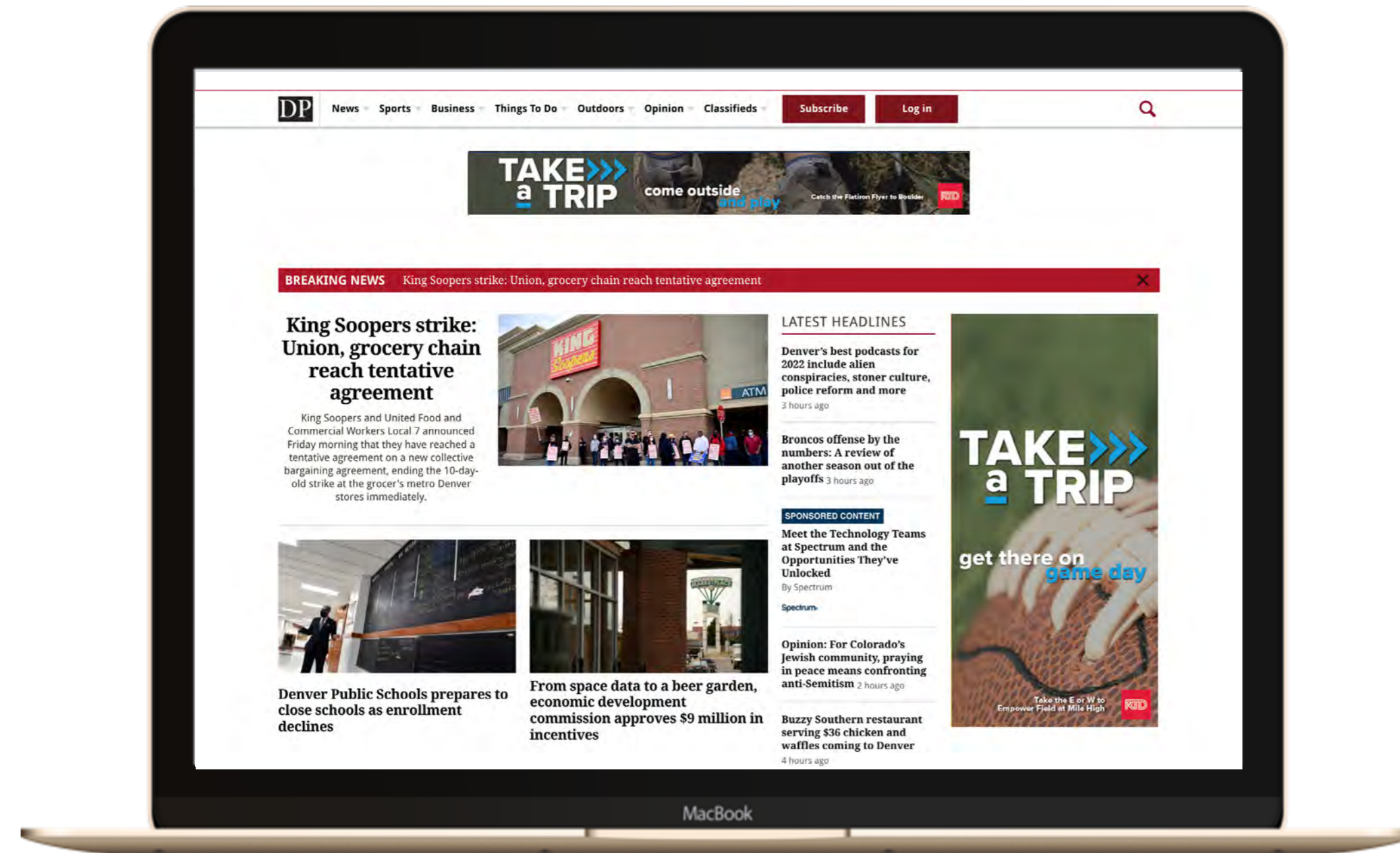
TAKE a TRIP

2B: Best Marketing and Communications
to Support Ridership or Sales

When ridership significantly declined due to the pandemic, dropping nearly 60 percent, we developed Take a Trip as a vehicle to begin to build back ridership slowly over time. By focusing on a wide array of trips, routes, and destinations, as well as safety and cleaning protocols, with close-up, personal point-of-view photos, we appealed to customers and potential customers, remaining sensitive to their various levels of comfort with regard to returning to transit. By the end of 2021, our service level had returned to approximately 70 percent of prepandemic levels.

Digital Display Advertising

Through a mix of social and digital media and PR activities in English and Spanish, we were able to reach people via their computers, phones, tablets, which was most effective during a pandemic where most people were working remotely and other essential personnel relied on their devices more than ever. Ads were served to specific targets—transit users, commuters, environmentalists, visitors, and users of major transit apps. Geofences were placed around rail stations and sports, concert, and entertainment venues.



Digital Display Advertising

From launch in October through Dec 31, this digital-only, bilingual campaign achieved 10 million impressions and an impressive click thru average of .14% from paid efforts for high engagement with the RTD Trip Planner.

TAKE a TRIP near or far

TAKE a TRIP we're ready when you are
Our buses and trains are clean and ready

TAKE a TRIP leave traffic in the dust
Take transit to the office

TAKE a TRIP start your holidays early

TAKE a TRIP start your holidays early

TAKE a TRIP leave traffic in the dust
Take transit to the office

TAKE a TRIP we're ready when you are

Masks required on all RTD vehicles

TAKE a TRIP

to wherever life takes you

Connecting you across the region

Digital Display Advertising

Spanish-language ads were served and targeted to commuters, airport visitors, green enthusiasts, sports fans, and other native Spanish-language interest apps.

DATE >>> un VIAJE a donde quiera que **la vida te lleve**. RTD

DATE >>> un VIAJE deja que nosotros **manejemos**. Relájate mientras te llevamos a tu destino. RTD

DATE >>> un VIAJE cerca o lejos. Toma el tren hasta el aeropuerto. RTD

DATE >>> un VIAJE ver las luces. Toma las líneas 6, 10 ó 24 hasta los Jardines Botánicos de Denver. RTD

DATE >>> un VIAJE a un safari de luces. Toma las líneas 20, 24 ó 40 hacia el zoológico de Denver. RTD

DATE >>> un VIAJE despeja tu mente. RTD


DATE >>> un VIAJE

deja que nosotros **manejemos**


Relájate mientras te llevamos a tu destino. RTD

Social Media | Facebook

Social media provided another exceptional platform to relay these messages and engage with our audiences. Varied messages and destinations appealed to an array of customers and potentials.


 **RTD**
November 29, 2021 · 🌐


From watching paragliders in Golden, to walking the Pearl St mall in Boulder, [#RTD](#) connects you across the region! [#TakeATrip](#) [#MakingLivesBetterThroughConnections](#)




TAKE a TRIP

to wherever life takes you

Connecting you across the region 


 **RTD**
November 23, 2021 · 🌐


Heading out of town for Thanksgiving? [#TakeATrip](#) with the A Line to @DENAirport and beat the holiday traffic! 🙌 [#StaySafe](#) [#FamilyTime](#)



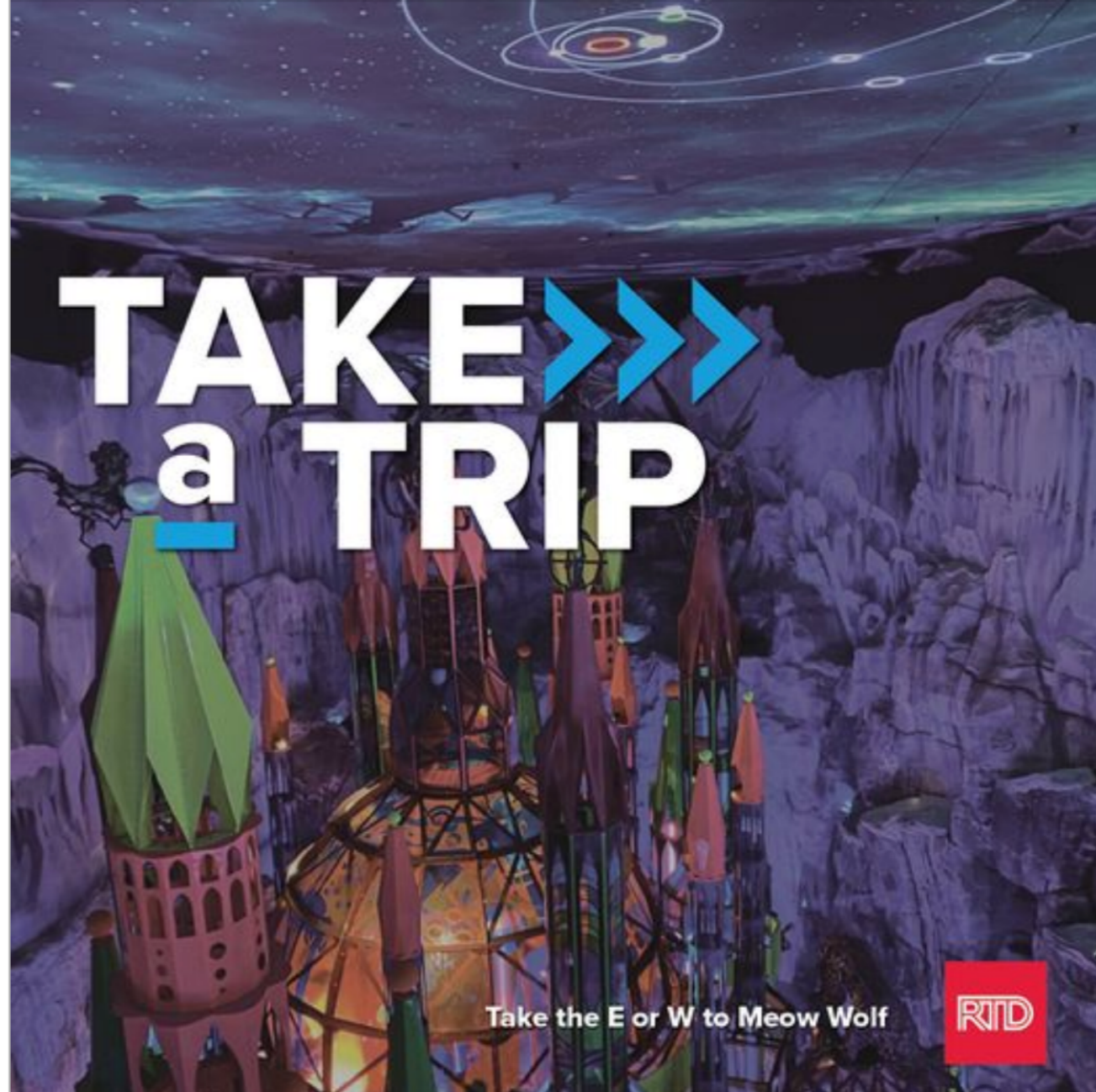
TAKE a TRIP

start your holidays early


Take the A Line to Denver International Airport 

 **RTD**
November 20, 2021 · 🌐

Looking for something to do this weekend? Take the E or W to @MeowWolf and check out the interactive, indoor experience! We'll help you [#TakeATrip](#) there! 🍷 🎨 🎮



TAKE a TRIP

Take the E or W to Meow Wolf 

Social Media | Twitter

Across social media, we portrayed a wide variety of destinations, as well as safety, cleaning, and sustainability messages to appeal to people's interest and comfort levels.

RTD @RideRTD · Nov 17, 2021

Take the B or G to the Immersive Van Gogh Exhibit, @vangoghdenver. #TakeATrip with #RTD and escape the colder weather, we'll be waiting! 🌨️ #winterweatherfun



TAKE a TRIP

Take the B or G to Immersive Van Gogh

RTD

RTD @RideRTD · Nov 9, 2021

Keeping up with the latest, but need to get somewhere? Take a break on your phone and relax while we get you there! #TakeATrip #DontTextAndDrive #SafeTravels



TAKE a TRIP


leave the driving to us

Relax while we get you there

RTD

RTD @RideRTD · Nov 2, 2021

#GoGreen and #TakeATrip with us! 50% of GHG emissions are from passenger cars. Public transit reduces greenhouse gases, so do your part by going green when you can! We'll get you where you need to go! 🌍💚



TAKE a TRIP

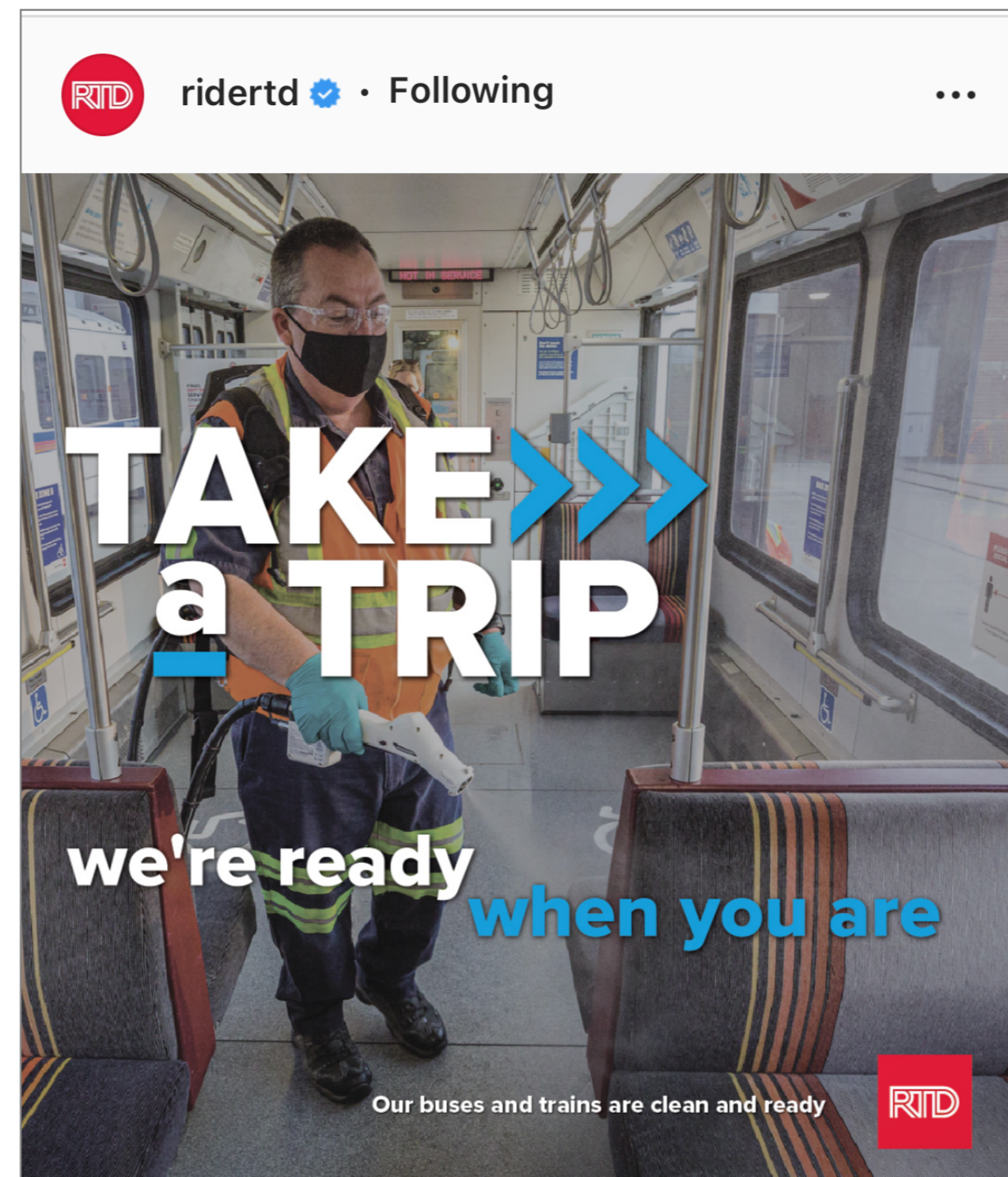
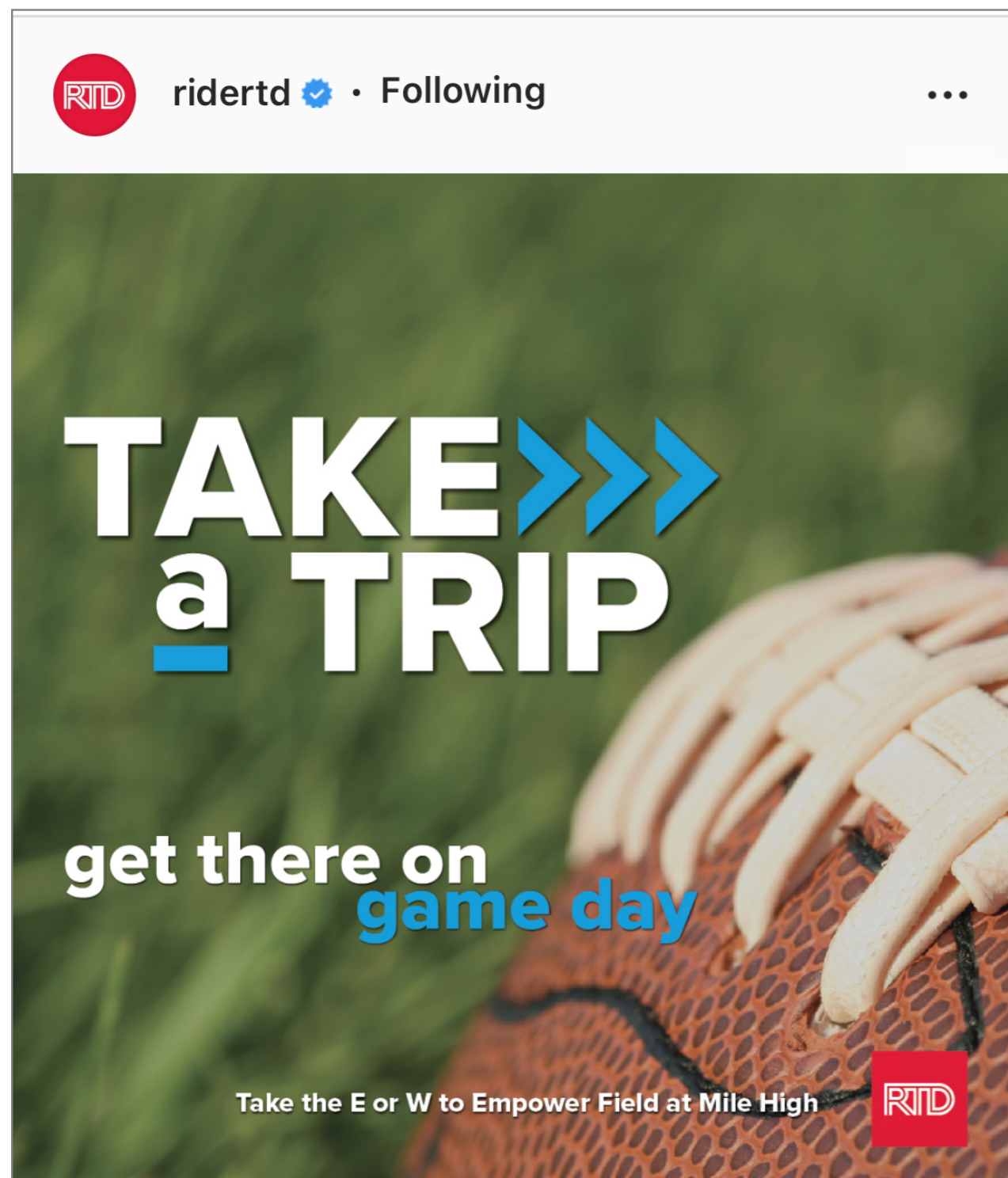
and breathe a little easier

Public transit reduces greenhouse gases and stress

RTD

Social Media | Instagram

On RTD social media channels, we had 48 organic posts with 110,879 impressions and 1,749 engagements from Sept through December 2021. The campaign linked through to RTD's Trip Planner, so that people could take the inspirations from the campaign and plan out their own journey to their preferred destinations.



TAKE >>>
a TRIP