RIDE ON.

Transport Chicago 2016
June 10, 2016
CAMPAIGN OBJECTIVES

• Increase Awareness
• Improve Perceptions
• Increase Ridership
DIGITAL

HISTORY BY TOPIC

Topics Trending Now

- 9/11 Attacks
- Salem Witch Trials
- American Revolution History
- 9/11: Timeline of Events

The 10 Best Carbs to Eat for Weight Loss

For years we’ve been hearing that cutting carbs should be a cornerstone of most diets when you’re trying to lose weight… but not so...

By Amy Capetta

THE MIX
DAY 2

Order a Gelato at Old World’s famous Magnificent Mile location and then catch a show at the Oriental Theatre. Or take in a show at the Chicago Symphony Orchestra at the Ravinia Festival. Check out a historical masterpiece like the John Hancock Center, or take in an art exhibit at the Art Institute of Chicago. After dinner, take in a performance of a favorite rooftop theater company.

ADD A DAY & STAY

Take a nap on the wild side at the Lincoln Park Zoo, or check out the animals on the south side at the Field Museum. Indulge in a shopping spree at Oak Park’s Oak Street. A visit to the Exploratorium is a must for any museum lover.

FABULOUS TOY STOPS

Old World Essenio features Lipper’s lunchbox, where you’ll discover a world of German-Richard and his, as well as trendy restaurants, cozy bars and coffee-kiosks.

LINCOLN SQUARE

- Visit Old World Essenio, the world’s first German restaurant.
- Check out the animals at the Lincoln Park Zoo.
- Indulge in a shopping spree at Oak Park’s Oak Street.
- Visit the Exploratorium, a must for any museum lover.

SIT IN OUR THEATERS. NOT IN OUR TRAFFIC.

RIDE ON.

Travel like a local. Take public transit.
Visit RTAChicago.org
CABLE/RADIO
BRAND TRACKING

• Message Check
• Baseline Brand Tracker
• Spring Check-Ins
• Fall Brand Trackers
EXPECTATIONS

- **Comms & Campaign**
  - Short-term
  - 3-6 months

- **Awareness & Knowledge**
  - Mid-term
  - 6-12 months

- **Explicit brand equity**
  - Mid-term
  - 6-12 months

- **Implicit brand equity, Commitment & Behavior**
  - Long-term
  - 12-18 months

Image from Hall & Partners
RESEARCH FINDINGS OVERVIEW

- Good campaign recognition
- Strong linkage to brand
- Believable messages
- Increased brand awareness
- Improved brand perceptions
- Claimed ridership flat
RECOGNITION AND LINKAGE

Digital: 69% in Jun '15, 68% in Oct '15
Outdoor: 55% in Jun '15, 63% in Oct '15
Radio: 60% in Jun '15, 63% in Oct '15
TV: 51% in Jun '15, 57% in Oct '15
PERSUASION

'Ride On' – Oct '15

'Ride On' – Jun '15

Norm

Persuasion

I believe what they are saying and I’m interested in using

Involvement

I watched closely because it’s appealing advertising

Salience

Stands out as different
AWARENESS

Bus
Train
CTA
Metra
Pace

Nov-14
Oct-15
MEDIA MAPPING

• Control for certain variables
  • Brand familiarity
  • Past Usage
  • Touchpoint contacts
• Recognition leads to better results
  • Higher engagement with brands
  • Improved perceptions
  • Higher favorability for positive traits
QUESTIONS