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RIDE ON.

Transport Chicago 2016

June 10, 2016

MOVING YOU



RIDE ON

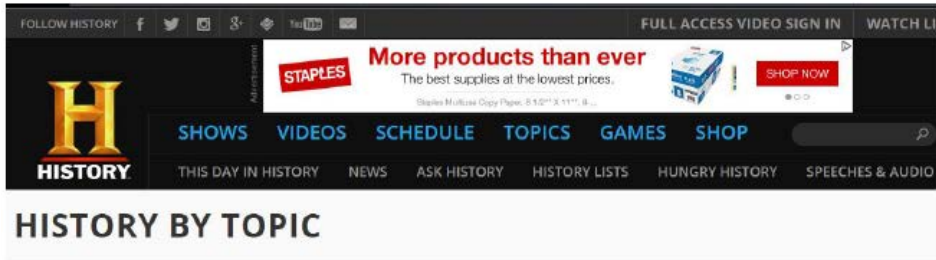


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CAMPAIGN OBJECTIVES

- Increase Awareness
- Improve Perceptions
- Increase Ridership

DIGITAL



Topics Trending Now



9/11 Attacks



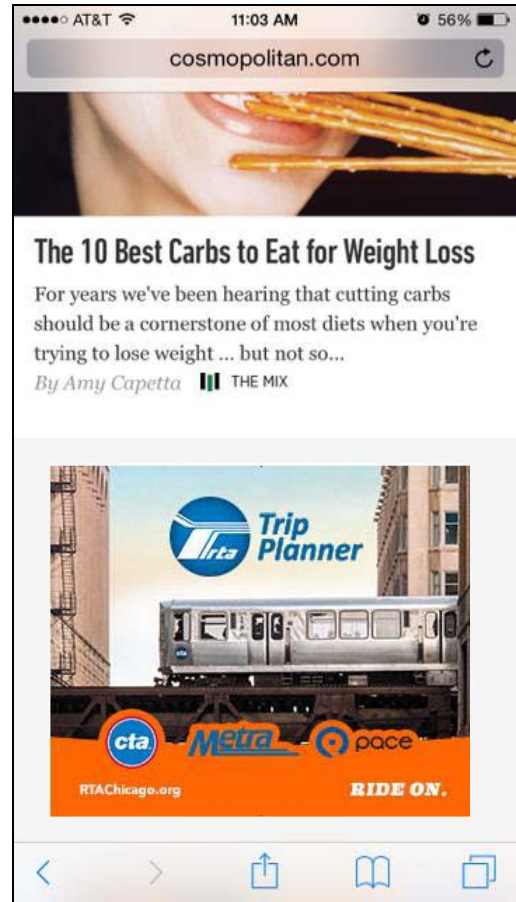
Salem Witch Trials



American Revolution History



9/11: Timeline of Events



OUT-OF-HOME



PRINT

DAY 2

Order seasonally-inspired breakfast fare at the airy **Summer House Santa Monica**, and spend the rest of the morning surrounded by butterflies at the **Peggy Notebaert Nature Museum**. For lunch, order a specialty burger and a scrumptious milk shake at **R.J. Grunts**. Join in a treasure hunt at **Bayleek Chicago** at Willis Tower. Munch on a bag of **Garrett's Popcorn**, and later, attend a play at the **Chicago Children's Theatre** or **Emerald City Theatre**.



ADD A DAY & STAY

Take a walk on the wild side with the exotic animals at **Brookfield Zoo**. Try the interactive skill challenges, see sports memorabilia, play games and get dinner at the **Chicago Sports Museum**. Kick back with a night at the **Four Seasons Hotel Chicago**. Kids can swim in the indoor pool and have the **Ice Cream Man** bring his cart right to the room.

FABULOUS TOY STOPS

- 1 Get matching outfits for you and your doll at the original **American Girl Place**.
- 2 Find more than 200 train games at **Marbles: The Brain Store**.
- 3 Let kids loose in the **LEGO Store** inside **Water Tower Place**.
- 4 Find the latest Disney toys at the **Disney Store** on the **Magnificent Mile** and **State Street**.
- 5 Take your child to story time at **Play in Logan Square**.
- 6 Encourage your young budding architect at **Building Blocks Toy Store**.

LINCOLN SQUARE



Old World tradition meets hip venues in Lincoln Square, where you'll discover an eclectic mix of German festivals and fare, as well as trendy restaurants, lively bars and old-fashioned shops.

EAT

→ French cuisine is prepared with organic ingredients at **Blanc Camargue**. Munch on a taco-to-go at the fast-casual **Taco in a Bag**. Stop in for a beer at **Chicago Brauhaus**. Enjoy contemporary cuisine at **Café Selmarie**.

SHOP

→ **Merz Apothecary** is truly an old-time drug store and the place for holistic medicine. Watch a concert at the **Old Town School of Folk Music**. Browse **Timeless Toys** for educational playthings and **Anna's Candy Bar** for hard-to-find candies. Find fudge and ice cream at **Margie's Candies**.

SEE

→ For European delights, visit **Gen's Sausage Shop & Delicatessen**. The sausage market offers more than 48 varieties, plus imported specialties, wine, beer and liquor. Visit the **Chopping Block** for intense, interactive cooking classes daily. **Quake Collector** houses wacky toy collections.



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SIT IN OUR THEATERS. NOT IN OUR TRAFFIC.

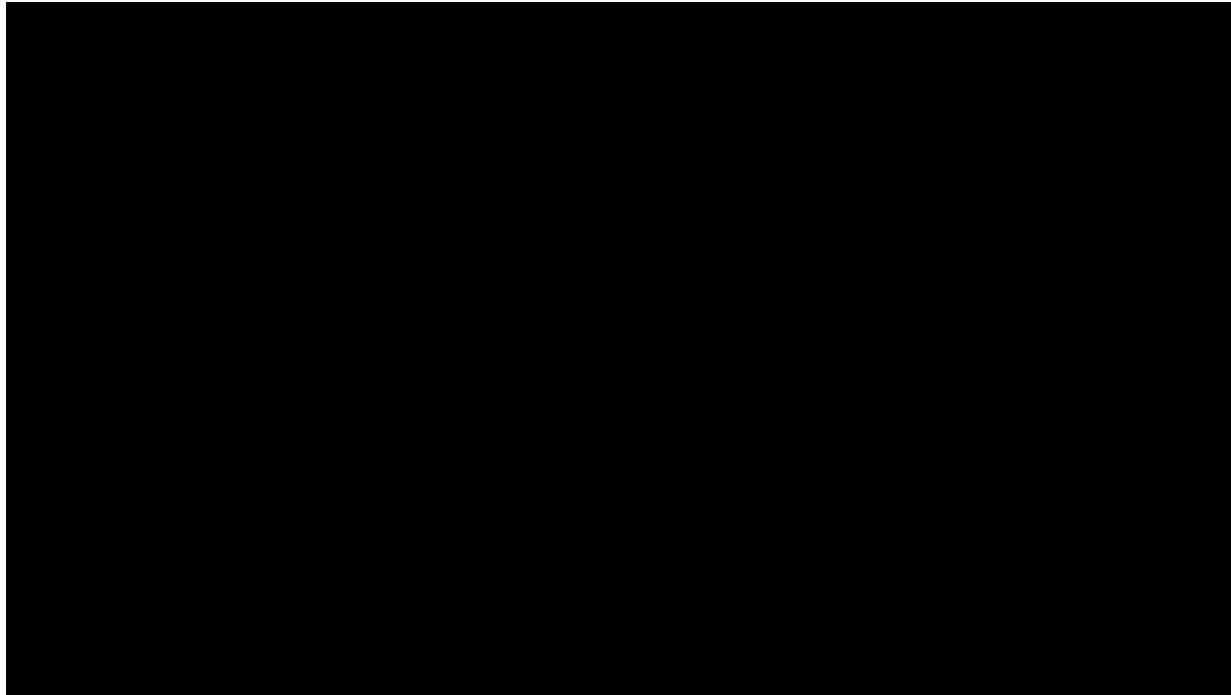
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Travel like a local. Take public transit. Visit RTAChicago.org

RIDE ON.



CABLE/RADIO



BRAND TRACKING

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

EXPECTATIONS

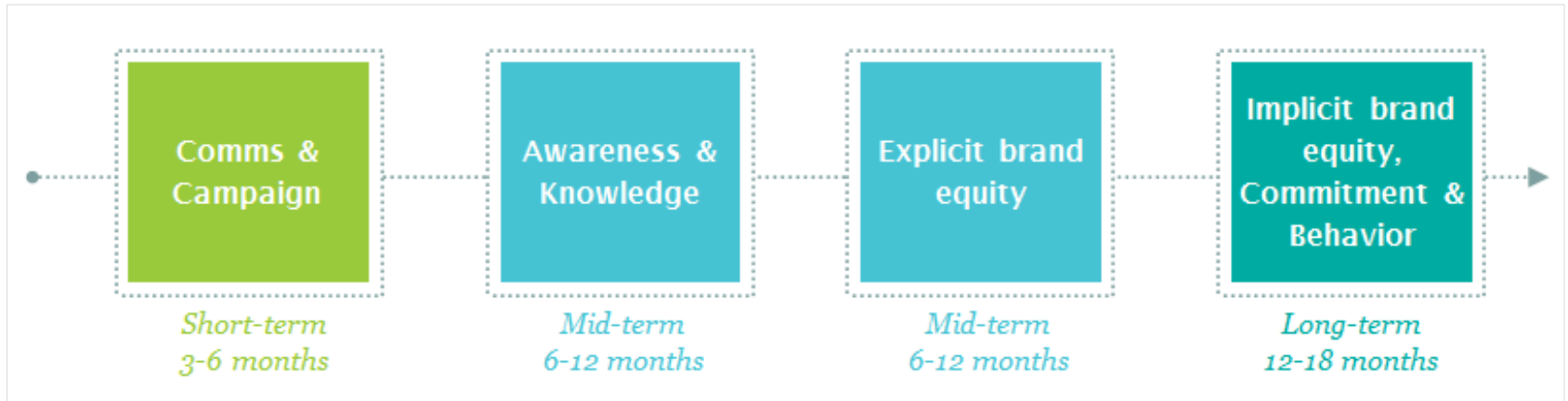
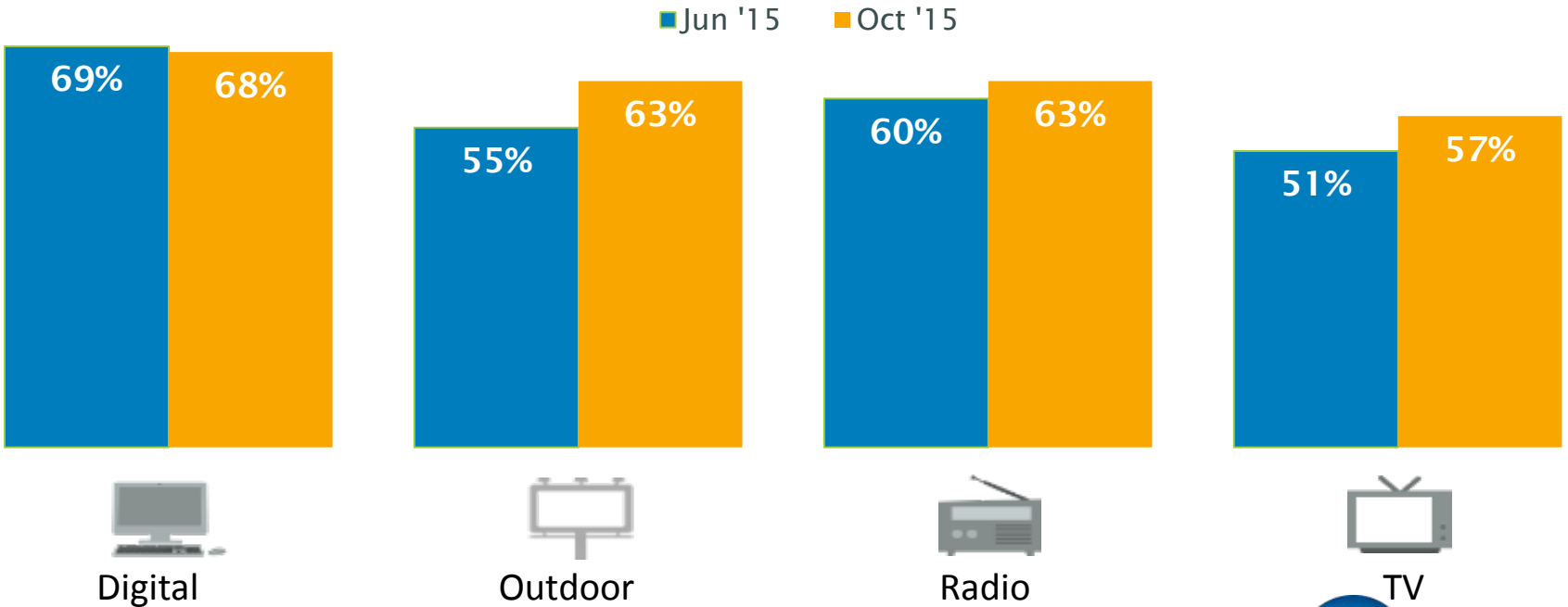


Image from Hall & Partners

RESEARCH FINDINGS OVERVIEW

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

RECOGNITION AND LINKAGE



PERSUASION

'Ride On' – Oct '15

'Ride On' – Jun '15

Norm



Persuasion

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



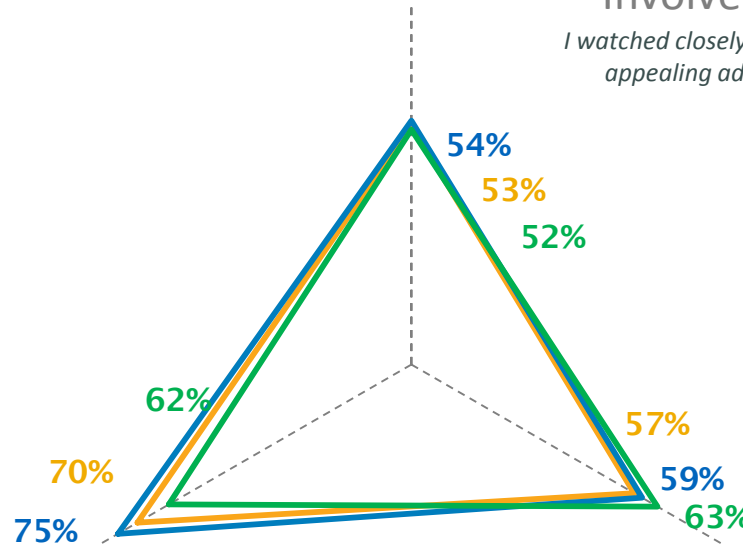
Involvement

I watched closely because it's appealing advertising

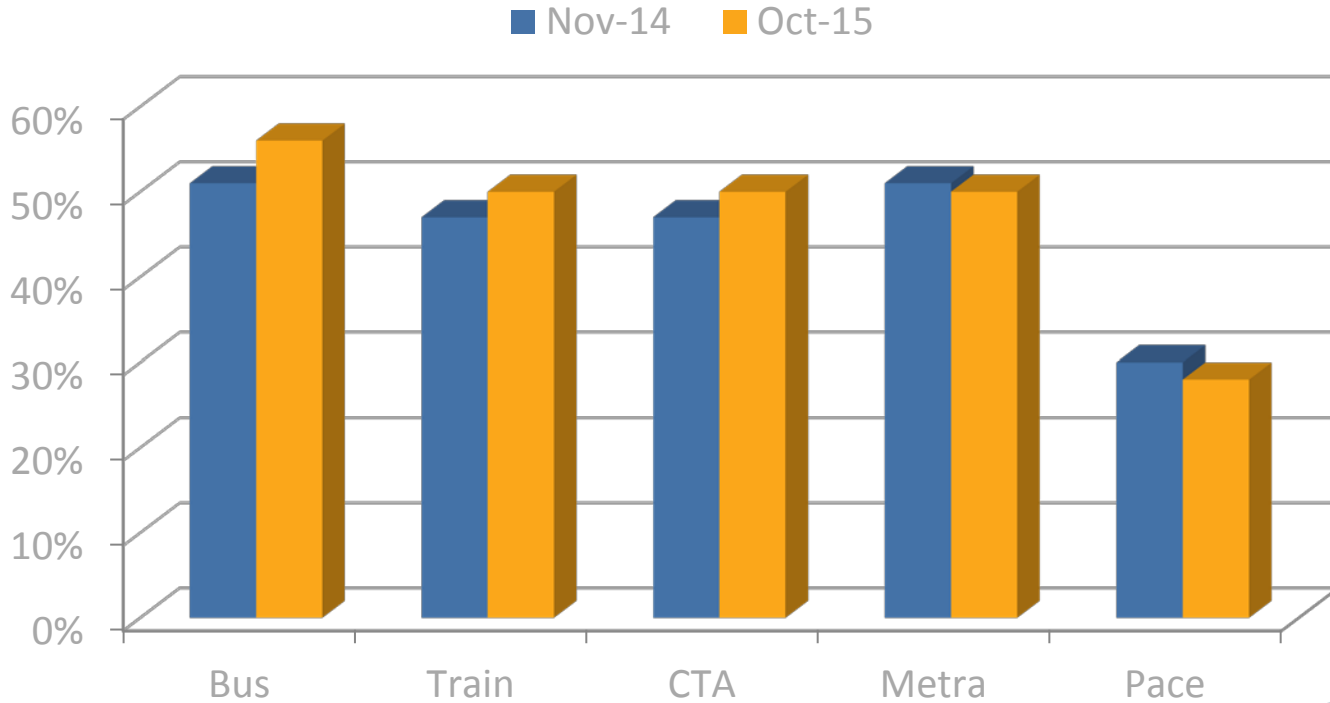


Salience

Stands out as different



AWARENESS



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

RIDE ON



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