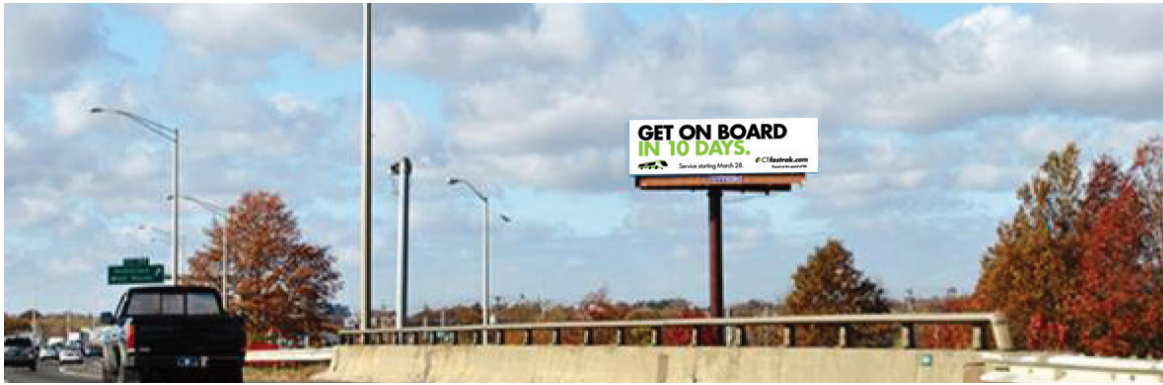


TESTIMONIAL CT Fastrak



With a full media plan, CTfastrak’s OOH digital campaign drew over 150,000 riders just within it’s first five weeks of service!

CTfastrak’s campaign was split into three main parts: pre-launch, countdown, and post-launch. While post-launch included strong calls-to-action, pre-launch messaging focused more on awareness and encouraging people to learn more. In between pre and post-launch of the new transit system branch, there was a 12-day countdown telling commuters to “get on board in ___ days.”

Audience

Commuters

Media Mix

Digital Bulletins

Market

Hartford/
New Haven

Objective

CTfastrak had the challenge of informing Connecticut’s public about the state’s new transit system branch, simply communicating it’s ease of use, sustainability, quality, and cleanliness, among other positive features for riders like free wi-fi on every bus.

Rationale

Digital displays enabled CTfastrak to continuously change their messaging and target various demographics of potential riders. What better way to communicate that there is a better way to travel than while your customer is traveling, or likely, sitting in traffic? Altogether, the campaign included over 50 unique variations of creative copy!