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CASE STUDY: Capital Metro iRide Campaign

CHALLENGE

Make riding the bus relevant to choice riders.



SOLUTION

Engage riders to say why they ride via a street and social media marketing Campaign

Rick L'Amie led an innovative, multi-media campaign for Capital Metropolitan Transportation Authority in Austin, Texas to increase awareness and ridership through the voices of its customers. The iRide campaign began with "guerilla" marketing street teams and video, audio and print media created by the Authority that invited Capital Metro customers to say why they chose to ride on transit in Austin. Passengers were invited to submit creative videos, poetry, audio and visual entries via social media channels and a special blog page. Later in the campaign, Capital Metro drove an iRide branded bus in a New Year's Eve parade that carried a professional dance troupe performing a commissioned iRide line dance with original music.

RESULTS

The response was immediate as passionate riders submitted thoughtful videos and audio spots, touching poetry and original artwork that demonstrated why they loved to ride. The campaign resulted in a measurable increase in traffic to the Capital Metro website, created buzz via earned and owned media, and created a spike in transit pass sales. The campaign earned the American Public Transportation Association's Grand AdWheel Awards.

