



I found savings

*Theresa M—
40 mile commute*



VANPOOL CAMPAIGN

Theresa Testimonial

March – April, 2018

GOALS

- Increase number of visits to vanpool webpage
- Increase community awareness of vanpools, Intercity Transit and alternative transportation
- Increase the number of vanpools created

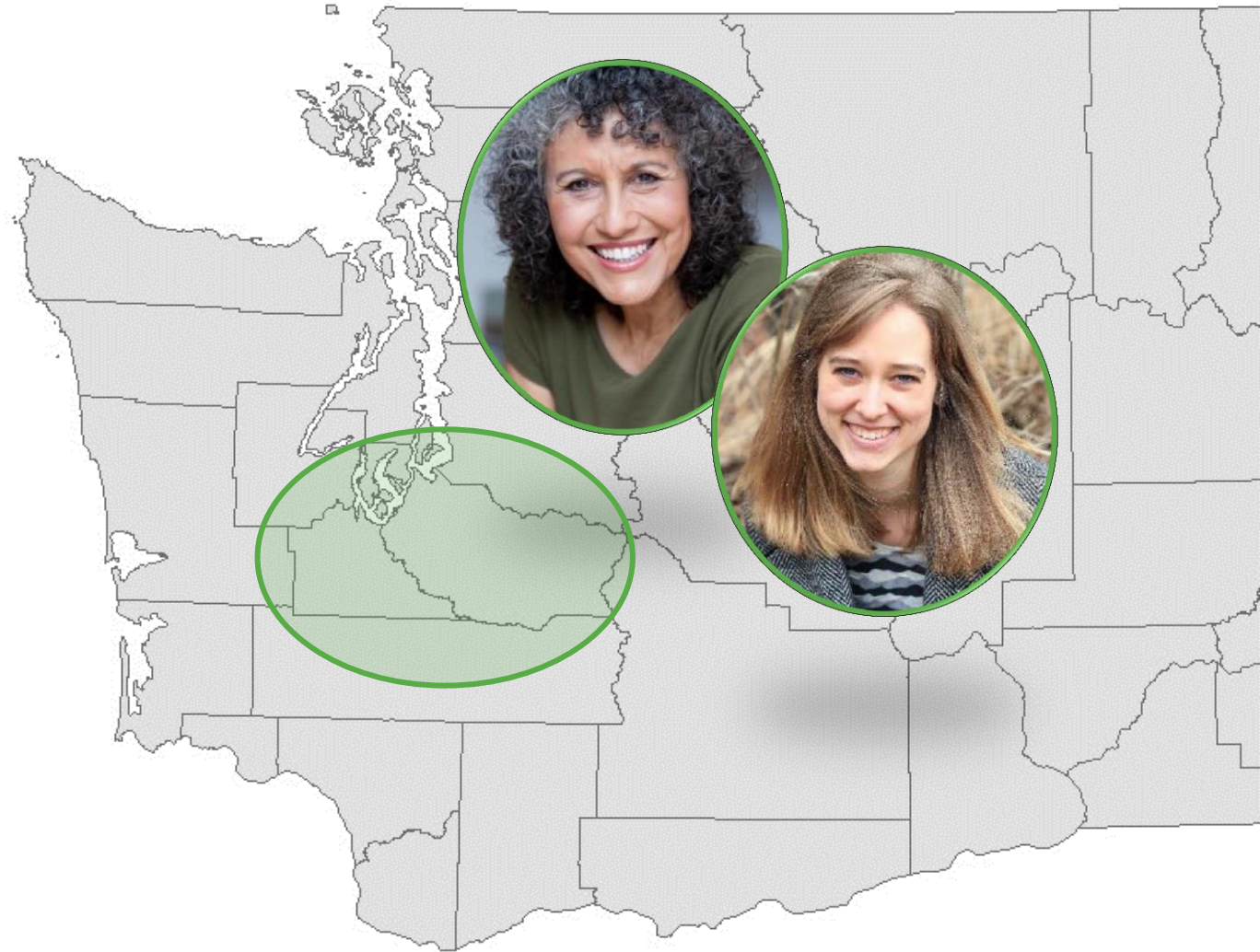


MEASUREMENT

- Measure webpage visits between March 5 and April 30
- Measure “click throughs” from the digital advertising campaigns between March 5 and April 30
- Measure number of vanpools created between the start of this campaign and the fall vanpool campaign

AUDIENCE

- Geography: Thurston County (primary), Pierce County (secondary)
- Demographics: Age 25-64 (emphasis 25-34 and 55-64; female slant)
- Household income: \$50k-\$75k



STRATEGY

Support the outreach work of vanpool coordinators by targeting both employers and employees with testimonial messages on the benefits of vanpooling.



ELEMENTS

Video testimonials
E-blast to employers
Employer toolkit
Business advertising
Consumer advertising

INCREASING DIGITAL ADVERTISING

In 2017, 43% of Americans report often getting news online, just 7 percentage points lower than the 50% who often get news on television.

Source: Pew Research Center



Theresa's Video


[Click here.](#)

- Real vanpool rider
- Authentic voice; effective storytelling

EMPLOYER TOOLKIT

- Customizable email, article and social media posts
- Image for social media posts
- Flyer for posting and printing
- PowerPoint slide for presentations





Vanpool RIDE



I save by vanpooling.

Theresa M—40 mile commute

INTERcity TRANSIT

Join a Vanpool  Save money, time and stress	Pay Your Fare  Use a credit or debit card to pay online	Rider Tools  For existing vanpools	Employer Tools  Learn how vanpooling benefits businesses
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ADVERTISING CAMPAIGN

VANPOOL CAMPAIGN - THERESA TESTIMONIAL								
Outlet	Notes	5-Mar	12-Mar	19-Mar	26-Mar	2-Apr	9-Apr	16-Apr
Chamber VOICE Magazine	Insertion in March issue							
South Sound Business	1 insertion monthly print magazine and 8 digital insertions in Biz Brief e-newsletter							
Comcast Cable TV	Video ads :30s, Thurston Zone							
Pandora Digital Radio	Video :30s, Audio :30s, 500x500 & 300x250 banners; Thurston & Pierce Counties							
Centro Programmatic Digital	Video :30s, Thurston & Pierce Counties							
Bus Boards	King, Queen and Tail bus boards							
Social Media	Boost posts on Facebook							

BUSINESS ADVERTISING

1. March issue South Sound Business (1 print insertion)
2. March issues of Daily Biz Briefs (8 digital insertions)
3. March issue of Thurston County Chamber VOICE Magazine

1.

I save by vanpooling.
Theresa M—40 mile commute
See story online.

So Does My Employer
Reduce parking needs | Retain workers
Capture B&O tax credits
New vanpoolers get the first month free!

intercitytransit.com/vanpool
Toll-free 1-866-330-7033

INTERcity TRANSIT

2.

I save by vanpooling.
See story online.

So Does My Employer
Reduce parking needs
Retain workers
Capture B&O tax credits

INTERcity TRANSIT

3.

I found savings and chill time.
Theresa M—40 mile commute

Find Your Vanpool
Theresa started vanpooling when she took a job 40 miles from home. Savings on gas and car maintenance drove her decision. She also loves being able to relax and “just chill” when not driving.

The First Month is Free
Save money, stress and the environment. We'll help you find your vanpool. Call toll-free 1-866-330-7033.

intercitytransit.com/vanpool
Watch Theresa's story

INTERcity TRANSIT

DIGITAL IS DIFFERENT

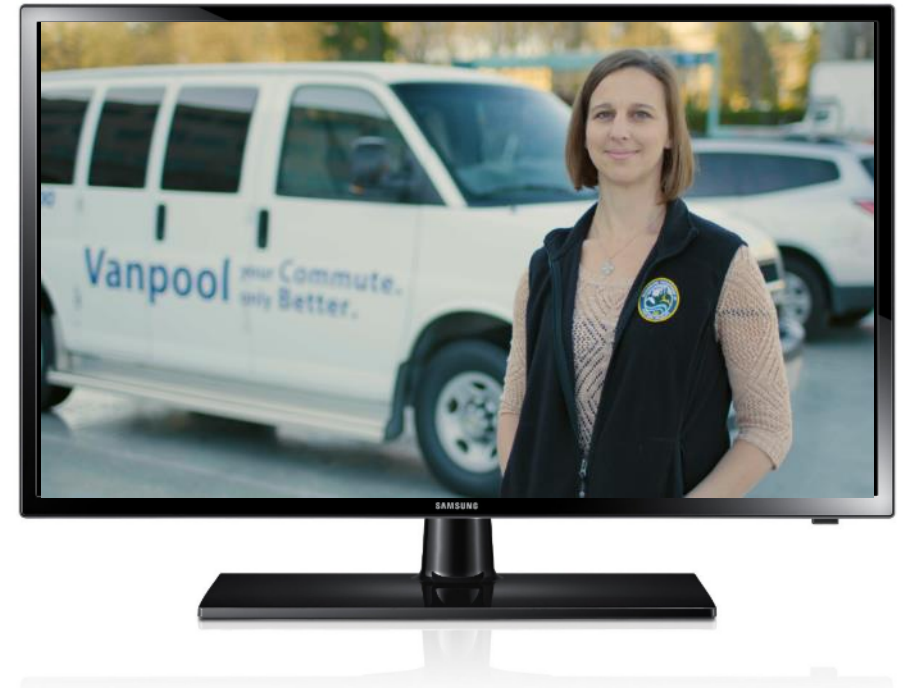
Buying impressions—not individual spots

- You may not know exactly when and where an ad will appear
- You will know how many people saw and clicked on your ads
- AND, we optimize our campaign as it progresses



CONSUMER: COMCAST CABLE TV

- 30-second video spots
- Seen by targeted audiences in Thurston County
- Networks:
 - News: MSNBC, FOX News, HLN, CNN
 - Entertainment / lifestyle: Hallmark, TLC, A&E, HGTV, FOOD Network, TBS
- Timed to reach those who work full-time:
 - Mon.-Sun. 4 p.m.-12 a.m.
 - Sat.-Sun. 5 a.m.-4 p.m.
- Estimated run times to be provided each flight week



CONSUMER: PANDORA DIGITAL RADIO

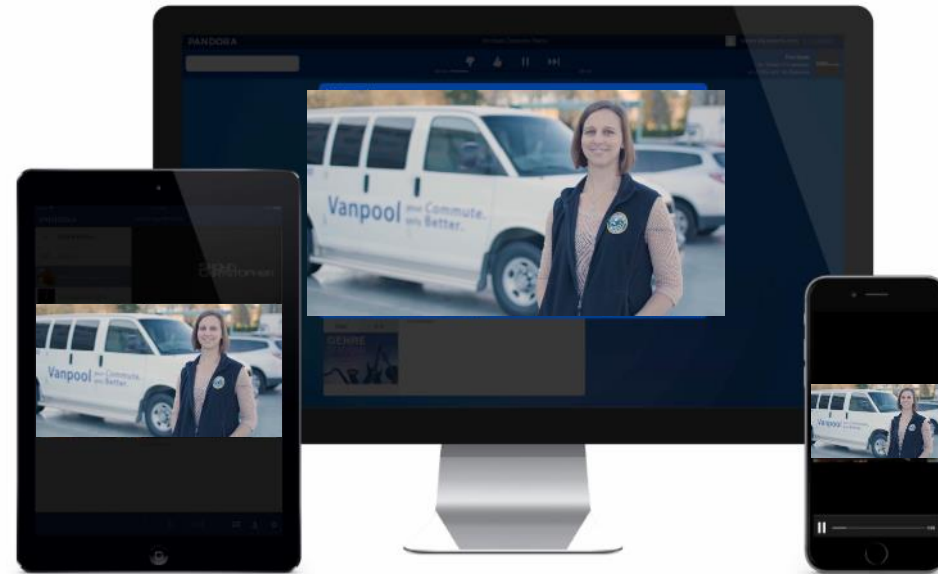
- 30-second audio with banner ads and 30-second video
- Ads click through to Intercity Transit website
- Seen by targeted audiences in Thurston and Pierce (weighted to Thurston)
- Split the ad buy between “commute hours only” and “all” dayparts
 - Video used throughout all dayparts – served only upon device interaction (Viewer must be scrolling songs, changing channels etc. to ensure they are looking at screen.)
 - Audio used during commute hours only dayparts. Standard radio ad.
 - Banner ads served with audio. Click through to intercitytransit.com/vanpool.



PANDORA BANNERS DISPLAY WHEN AUDIO PLAYS:

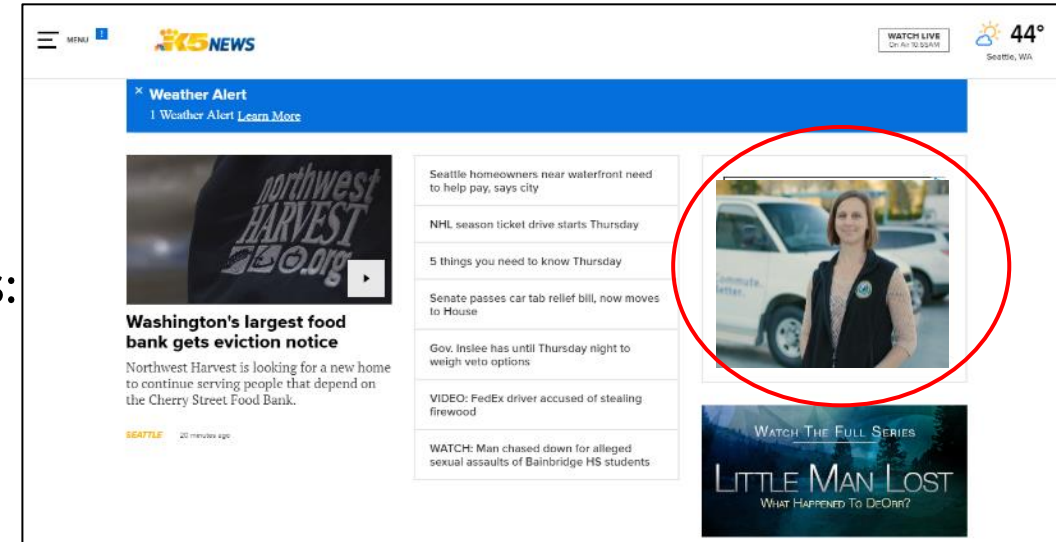


PANDORA VIDEO PLAYS WHEN YOU INTERACT (SKIP, SCROLL, CHANGE) TO ENSURE SCREEN VIEWING



CONSUMER: PROGRAMMATIC DIGITAL FOR WEBSITES (CENTRO)

- 30-second video
- Seen by targeted audiences in Thurston and Pierce Co.
- Quality, whitelisted websites and apps, some examples:
 - Seattle Times/News Tribune/USA Today
 - KING 5/KOMO News/KIRO 7/Q13
 - E! News/People/Rolling Stone
 - Accuweather
 - Allrecipes
 - Fandango/Moviefone/OpenTable
- Inventory changes by the second based on demand
- Campaign is optimized, ongoing, for best performance



CONSUMER: TRANSIT BUS BOARDS



**I save by
vanpooling.**
Stories at intercitytransit.com

**INTERcity
TRANSIT**

Theresa M.

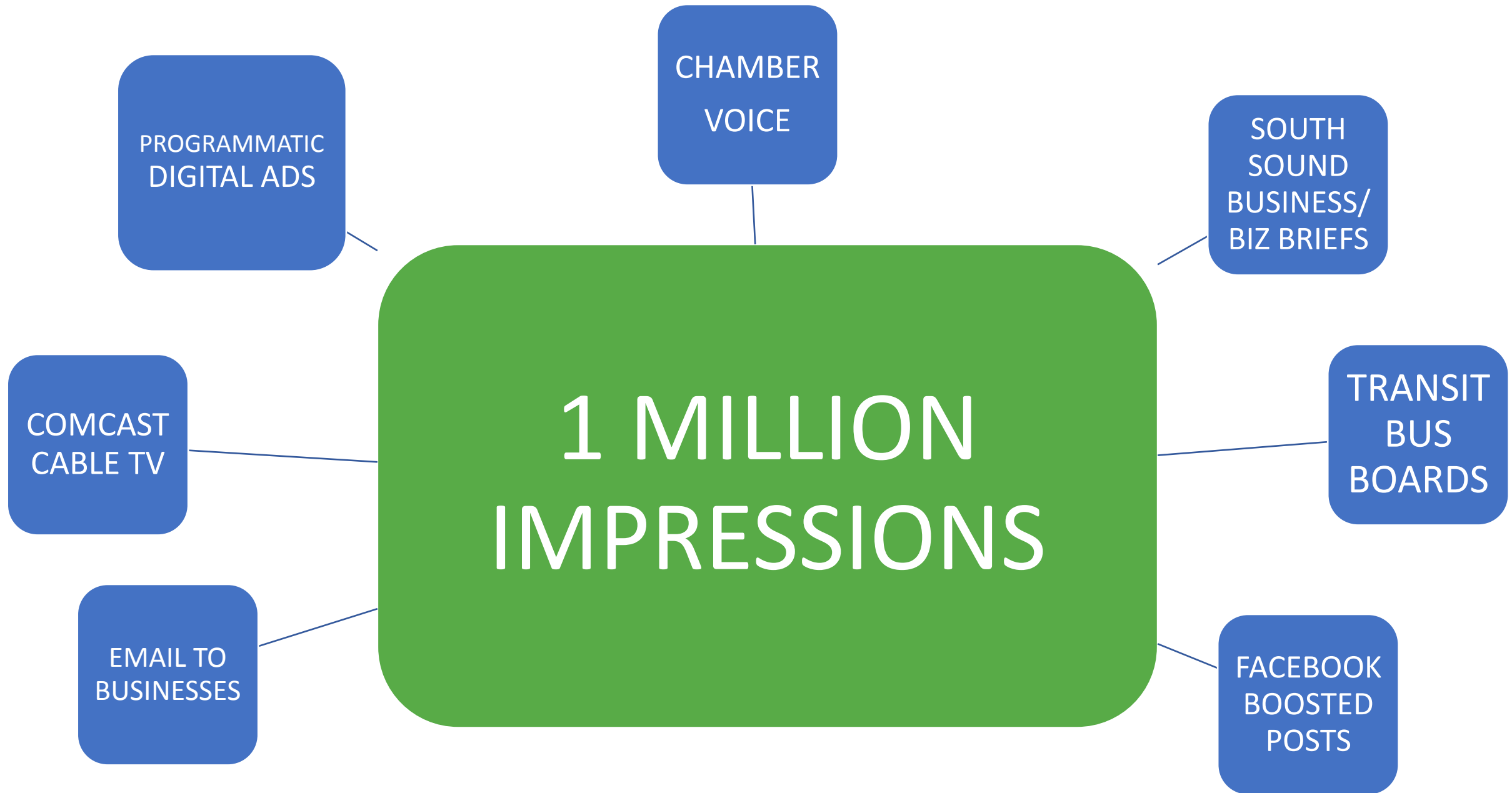
The advertisement features a woman, Theresa M., smiling in front of a white van with the Intercity Transit logo. The background is a blurred outdoor setting. The text is overlaid on a green and blue background.

- 3 sizes—King, Queen and Tail
- Up for 2 months
- Includes routes up and down I-5

CONSUMER: FACEBOOK BOOSTED POSTS



- Text post
- Social image
- Boosted to extend beyond your current Facebook followers



Order Schedule Report

Run Date: Mar 05 2018 17:16

Selected Customer : JAYRAY AGENCY -- 31031
Selected Spot Types : Normal

Schedule Report

Page: 1 of 2

Selected Region: ALL
Selected Retail unit: ALL
Selected Order(s) : ALL

For the Period:

Mar 05, 2018 to Mar 11, 2018

Exclude Unplaced Spot: N

Summarize by Uniform Region: Y

Cust ID	Customer	Order #	Ln #	Ntwk	Reg	Retail		Spot		Spot ID	Spot Title	Spot Class	-----Schedule-----		
						Unit	Head	Type	Date				Time	Day	
31031	JAYRAY AGENCY	11337960	1	MNBC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 06, 2018	19:10	Tue	
31031	JAYRAY AGENCY	11337960	1	MNBC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 08, 2018	16:29	Thu	
31031	JAYRAY AGENCY	11337960	1	MNBC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	19:10	Sun	
31031	JAYRAY AGENCY	11337960	13	MNBC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	05:10	Sat	
31031	JAYRAY AGENCY	11337960	13	MNBC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	05:49	Sat	
31031	JAYRAY AGENCY	11337960	13	MNBC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	11:10	Sun	
31031	JAYRAY AGENCY	11337960	25	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 07, 2018	17:45	Wed	
31031	JAYRAY AGENCY	11337960	25	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 08, 2018	17:45	Thu	
31031	JAYRAY AGENCY	11337960	25	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 09, 2018	23:45	Fri	
31031	JAYRAY AGENCY	11337960	25	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	21:15	Sat	
31031	JAYRAY AGENCY	11337960	25	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	21:45	Sun	
31031	JAYRAY AGENCY	11337960	37	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	07:45	Sat	
31031	JAYRAY AGENCY	11337960	37	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	11:45	Sat	
31031	JAYRAY AGENCY	11337960	37	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	14:45	Sat	
31031	JAYRAY AGENCY	11337960	37	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	05:45	Sun	
31031	JAYRAY AGENCY	11337960	37	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	09:45	Sun	
31031	JAYRAY AGENCY	11337960	37	HALL	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	12:45	Sun	
31031	JAYRAY AGENCY	11337960	49	FXNC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 06, 2018	17:49	Tue	
31031	JAYRAY AGENCY	11337960	49	FXNC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 07, 2018	23:49	Wed	
31031	JAYRAY AGENCY	11337960	49	FXNC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 08, 2018	18:20	Thu	
31031	JAYRAY AGENCY	11337960	49	FXNC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 09, 2018	19:20	Fri	
31031	JAYRAY AGENCY	11337960	49	FXNC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	23:48	Sat	
31031	JAYRAY AGENCY	11337960	70	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 06, 2018	17:20	Tue	
31031	JAYRAY AGENCY	11337960	70	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 06, 2018	20:50	Tue	
31031	JAYRAY AGENCY	11337960	70	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 07, 2018	16:20	Wed	
31031	JAYRAY AGENCY	11337960	70	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 07, 2018	20:50	Wed	
31031	JAYRAY AGENCY	11337960	70	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 08, 2018	16:20	Thu	
31031	JAYRAY AGENCY	11337960	70	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 08, 2018	21:20	Thu	
31031	JAYRAY AGENCY	11337960	70	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 09, 2018	19:50	Fri	
31031	JAYRAY AGENCY	11337960	70	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 09, 2018	23:20	Fri	
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31031	JAYRAY AGENCY	11337960	153	AEN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	06:45	Sat
31031	JAYRAY AGENCY	11337960	153	AEN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	08:45	Sat
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31031	JAYRAY AGENCY	11337960	153	AEN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	12:45	Sat
31031	JAYRAY AGENCY	11337960	153	AEN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	15:45	Sat
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31031	JAYRAY AGENCY	11337960	153	AEN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	07:45	Sun
31031	JAYRAY AGENCY	11337960	153	AEN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	09:45	Sun
31031	JAYRAY AGENCY	11337960	153	AEN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	12:45	Sun
31031	JAYRAY AGENCY	11337960	153	AEN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	13:45	Sun
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31031	JAYRAY AGENCY	11337960	165	FOOD	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	17:48	Sun
31031	JAYRAY AGENCY	11337960	177	FOOD	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	10:48	Sat
31031	JAYRAY AGENCY	11337960	177	FOOD	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	15:48	Sat
31031	JAYRAY AGENCY	11337960	177	FOOD	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	15:48	Sun
31031	JAYRAY AGENCY	11337960	189	TBSC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 06, 2018	22:45	Tue
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31031	JAYRAY AGENCY	11337960	189	TBSC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 09, 2018	18:45	Fri
31031	JAYRAY AGENCY	11337960	201	HGTV	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	07:20	Sat
31031	JAYRAY AGENCY	11337960	201	HGTV	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	10:50	Sat
31031	JAYRAY AGENCY	11337960	201	HGTV	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	07:50	Sun
31031	JAYRAY AGENCY	11337960	201	HGTV	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 11, 2018	13:50	Sun
31031	JAYRAY AGENCY	11337960	213	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 07, 2018	19:20	Wed
31031	JAYRAY AGENCY	11337960	213	HLN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	18:50	Sat
31031	JAYRAY AGENCY	11337960	214	CNN	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 06, 2018	16:50	Tue
31031	JAYRAY AGENCY	11337960	215	TLC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 08, 2018	22:50	Thu
31031	JAYRAY AGENCY	11337960	216	TBSC	THUR	THUR	THUR	N	NE1225087	AL2376096: Testimoni	NONE	Mar 10, 2018	17:45	Sat