

“OUR PRICE IS RIGHT!” SOCIAL MEDIA CAMPAIGN

For Tri-Rail’s “Our price is right!” campaign, I was so happy when they selected to use my recommended photographer, Steven Shires, to shoot this campaign. I used a flat-style of design, a modern, clean, block font, and chose to use complimentary colors from the Tri-Rail logo with this campaign. I also photo retouched and cropped each image and created animated web banners that appeared in e-newsletters online.

This social media campaign targeted commuters in the South Florida area on Facebook and Instagram.

I was very proud of my participation in this social media campaign for Tri-Rail as they won first-place in the 2019 American Public Transportation Association (APTA) AdWheel Awards Competition.



PROJECT: SOCIAL MEDIA CAMPAIGN GRAPHICS
CLIENT: GPR/TRI-RAIL

West Palm Beach to Ft Lauderdale



TRI RAIL™
Our price is right!

Boca Raton to Fort Lauderdale



TRI RAIL™
Our price is right!

Ride All Day on Weekends & Holidays



TRI RAIL™
Our price is right!

Delray Beach to Miami Airport



TRI RAIL™
Our price is right!