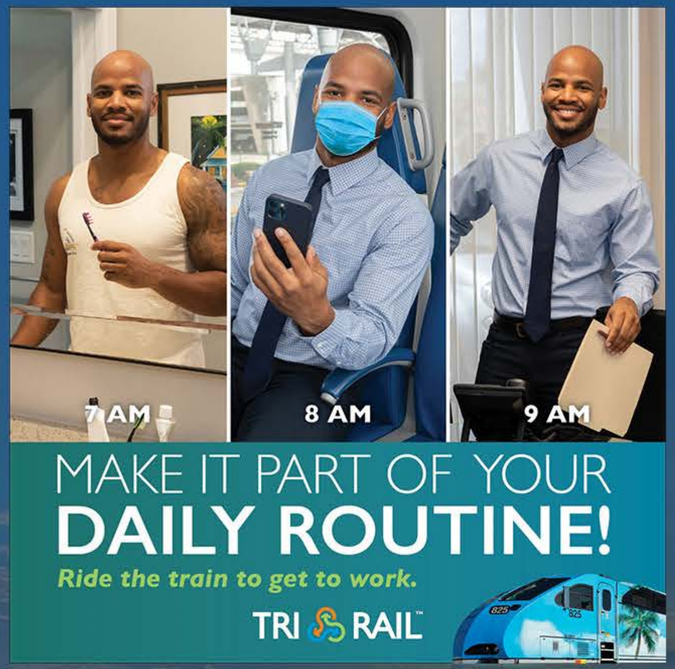
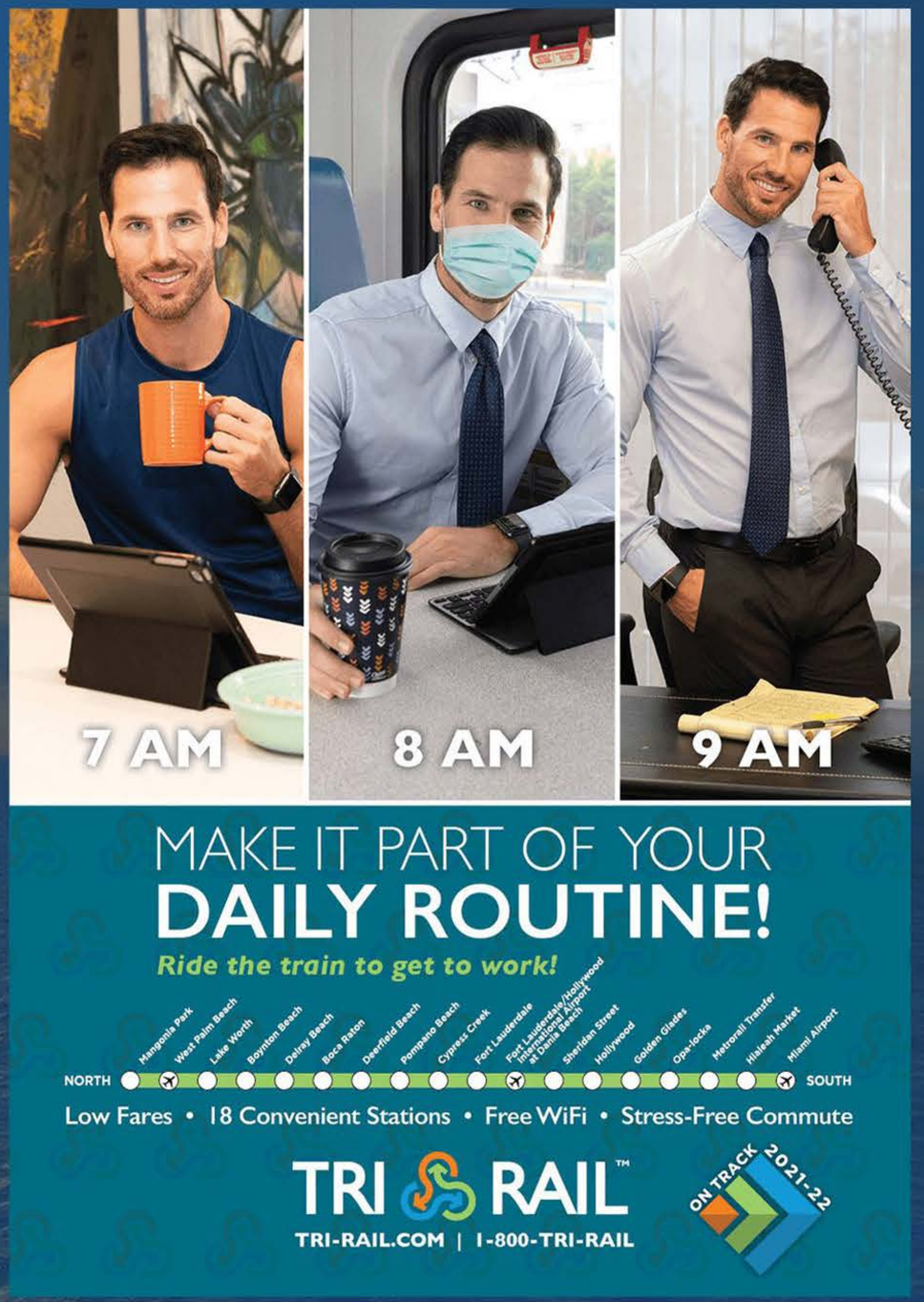
"MAKE IT PART OF YOUR DAILY ROUTINE!" ADVERTISING CAMPAIGN

In order to increase ridership, this campaign was created to highlight the time it takes to get ready and get to work riding Tri-Rail. The three diverse models were chosen and photographs were shot in the home, on the train, and in the office.

When we originally shot the photographs, there were no Covid restrictions in place, and once the travel and mask restrictions became mandated, I had to manipulate the photographs to include masks on each of the rider's faces in the onboard shots.

This campaign included digital banners, eblasts, advertisements in local printed publications, and a social media campaign.

Click on the video icon to watch the campaign video

PROJECT: DAILY ROUTINE CAMPAIGN
CLIENT: TRI-RAIL / GPR