

SOFLOGO CAMPAIGN TO PROMOTE THE NEW TRANSIT APP FOR SOUTH FLORIDA

As a contractor with Goodman Public Relations, I designed a social media campaign, onboard posters and floor clings to direct riders to download the new app. I designed and hosted the landing page to connect riders with the instructions to download the new app.

The campaign also consisted of a digital video campaign, which I used AI to create a character for the storyboard graphics, showing a day in the life of a passenger traveling through South Florida using the app to navigate and get from the bus to the train.

The digital campaign targeted current riders using a geolocation feature, as well as new riders who were within the location of each of the train stations.

The app was created to replace the individual apps that each transit partner used, and create a single-use app for travelers and commuters using the Broward County and Miami-Dade transit systems, as well as Palm Tran in Palm Beach, and the Tri-Rail train system.

PROJECT: SOFLOGO TRANSIT APP CAMPAIGN
CLIENT: SFRTA / TRI-RAIL

