

Rev Up Ridership and Awareness

WINNING TRANSIT MARKETING CAMPAIGNS



INVERVE

M A R K E T I N G & W E B

Community Engagement with Interiors and Exteriors

CATA “Dear Rider” Campaign, Wish You Were Here

Buses were wrapped inside to mimic the experience of being at a Lansing area attraction. The exterior wraps had a vintage “postcard” design, which appeared on various routes systemwide. When a rider boarded a postcard-wrapped bus, their ride was free!

Deliverables

- Social Graphics
- Postcards
- Print Materials
- Bus and Interior Wraps



“Dear Rider” Exterior Bus Wrap



Zoo Interior Wrap



River Trail Interior Wrap

Contest Materials

In addition to rides being free on the wrapped buses, there was also a contest where riders could submit completed puzzles (found on postcards) for a chance to win prizes.



Sandwich Board Sign Explaining Contest



Postcards, Each Featuring a Different Puzzle on the Back



Social Posts Explaining Contest and Announcing Winners

Launching a First-Mile-Last-Mile Service

Hytch Campaign

Michigan Flyer, the shuttle that takes people from Lansing to the Detroit Metro Airport, was in need of a first-mile-last-mile service to better serve the community. The service is a partnership with Via and functions much like an Uber or a Lyft within a limited radius, but with more reliability. A name, logo and messaging were all needed before the service could be launched.

Deliverables

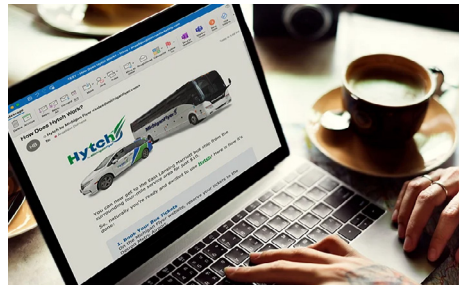
- Social Graphics
- Postcards
- Print Materials
- FAQ Page
- Vehicle Wrap
- Photography
- Ads



Hytch FAQ Service Page



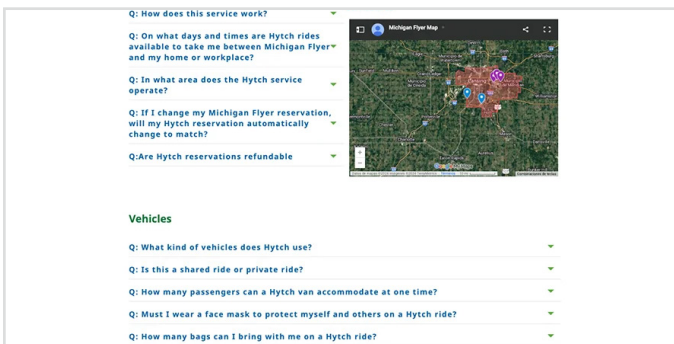
Hytch Postcard



Hytch Service Announcement Launch Email



Hytch Social Posts



Hytch FAQ Page



Photography

Promote a Community Initiative

Be Counted Michigan

In partnership with the state of Michigan, CATA wanted to promote filling out the United States 2020 Census. This was an important initiative for CATA, as government funding is a large part of how local transportation authorities continue to operate. CATA used their buses, locations and events to get the word out.

Deliverables

- Bus Wrap
- Bus Shelter Decal
- Transit Cards
- Posters
- Banners
- Buttons
- Crowd Signs
- Sandwichboard Signs



'Be Counted' Exterior Bus Wrap



Sandwich Board Signs



Series of Picket Signs Promoting the Census



Buttons Promoting the 'Be Counted' Campaign



Video of Bus Being Wrapped for the Be Counted 2020 Campaign

Community Awareness and Support

CATA Community Report

This annual project, the CATA Community Report, is a multi-tactic project that includes written interviews, a printed report that is mailed to every household in the CATA service area, an electronic website version, a set of video interviews with riders and community stakeholders, and website messaging.

Deliverables

- Printed Report
- Digital Report
- Direct Mail
- Videos
- Social Graphics
- Ads



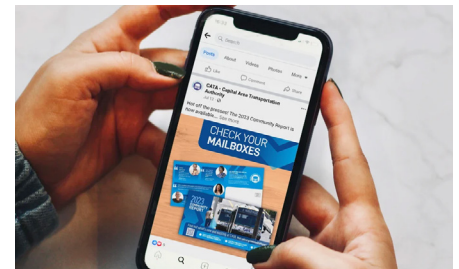
Printed 2023 Community Report



Additional Graphics for Social Media



Direct Mail Piece

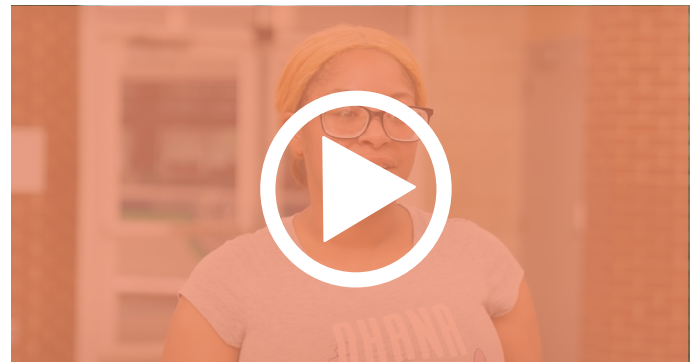


Social Media Post Example



Community Testimonials

We asked community members how they utilize CATA's services and why they think public transit is a valuable resource to the community. Hear what they had to say.



Word on the Street

We conducted interviews with community stakeholders to delve into how CATA benefited our neighborhoods. Hear their testimonials and learn how public transit enhances our community's connectivity and accessibility.

Launch and Grow Ridership

Detroit to Ann Arbor Connector

The RTA (Regional Transit Authority of Southeast Michigan) chose Michigan Flyer as the bus operator vendor for this service from Detroit to Ann Arbor. InVerve was the branding, messaging, and marketing vendor from day one. This campaign has seen ridership grown every year since the launch.

Deliverables

- Logo
- Style Guide
- Bus Card
- Bus Stop Sign
- Billboards
- Postcard
- Ads



Final Logo



Bus Wrap



TV Spot



Billboards



Email Template



Bus Stop Sign



Information Cards

Ready to Grow?

InVerve Marketing Can Help

Would you like to work with a world-class marketing agency that excels with strategies to meet your business goals and has more than 15 years of experience in transit? InVerve has worked with regional authorities, small community transit providers, and private bus companies.

In this age of sophisticated digital marketing, having experts who understand your industry to lead you through the forest of lead generation, paid ads and optimized web pages is a game changer (and award-winning graphic designers on your team doesn't hurt either).

If you're a client who needs a better growth strategy, we encourage you to reach out. We'd love to hear about your marketing challenges and goals. Who knows, your search may end here! Come meet us at the intersection of strategy and creativity.

To schedule a free 30-minute consultation with an InVerve Marketing transit expert, click below:

[Schedule a Call](#)



Market & Grow
Better

1035 N. Washington Ave.
Lansing, MI 48906



[InVerveMarketing.com](https://www.invervemarketing.com)



517.485.7237

