

Marketing Update

Route 543 Bravo!

BRAVO!

Less stop. More go.

What would you say to faster bus service?

BRAVO!

What would you say to less stop, more go?

BRAVO!

Less stop. More go.



Less stop. More go.

Marketing Goals

- Create awareness and positive perception
- Develop brand differentiation
- Retain and increase ridership

Target Audiences

- Existing riders on Route 43 and parallel lines
- New riders – workers, residents, students, and tourists
- Diverse communities – Hispanic, Vietnamese
- Corridor employers, schools, and retail businesses

Marketing Strategies

- Service awareness and branding
 - Teaser (April - May 2013)
 - Launch (May - June 2013)
 - On-going (post June 2013)
- Targeted multi-media, multilingual campaign
- Outreach
 - Partnerships
 - Transit Ambassadors – June 10th
 - Ribbon Cutting Ceremony – 6:30 a.m. June 10th
Fullerton Transportation Center

Bus Shelters

Teaser campaign

ROUTE 543 HARBOR BOULEVARD
NEW, FASTER
BUS SERVICE!
COMING JUNE 10TH

BRAVO!

Less stop. More go.

Speed up your ride
Have your pass or exact cash before you board

B!

OCTA octa.net/Bravo

Launch campaign

RIDE FREE JUNE 10, 11, 12!

ROUTE 543 HARBOR BOULEVARD
NEW, FASTER
BUS SERVICE!
BEGINS JUNE 10TH

BRAVO!

Less stop. More go.

Speed up your ride
Have your pass or exact cash before you board

OCTA octa.net/Bravo

Ongoing campaign

Speed up your ride
Have your pass or exact cash before you board

ROUTE 543 HARBOR BOULEVARD
ACCELERATE YOUR
COMMUTE!

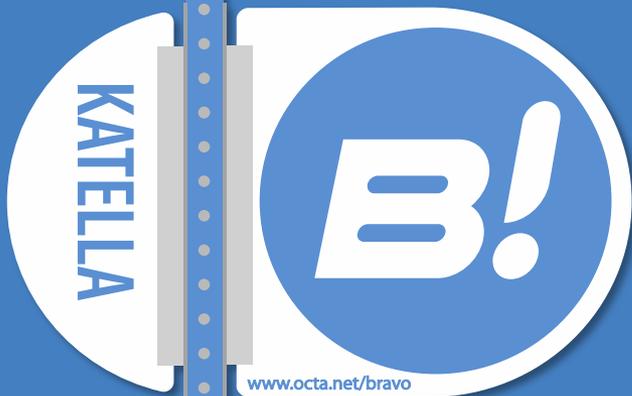
BRAVO!

Less stop. More go.

OCTA octa.net/Bravo

 **Speed up your ride**
Have your pass or exact cash before you board

Ongoing Campaign



www.octa.net/bravo

Map & Timetable

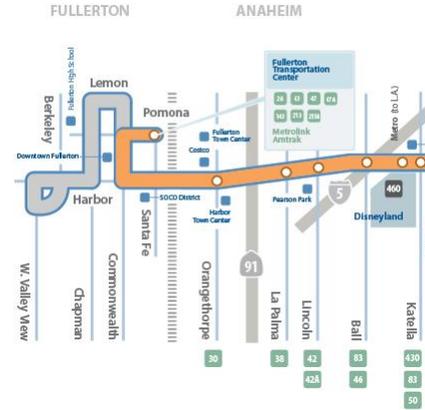
ROUTE 543 **HARBOR BOULEVARD**
NEW, FASTER
BUS SERVICE!
BEGINS JUNE 10TH

BRAVO!
Less stop. More go.

OCTA octa.net/bravo

ZIP DOWN HARBOR BLVD.

Wolf organic beard, vegan vinyl chambray aesthetic food truck viral quinoa mustache helvetica freegan. Gluten-free messenger bag yr, williamsburg cred iphone fixie wes anderson terry richardson. High life banksy whatever VHS aesthetic yr. Next level fap carles, shoreditch etsy dreamcatcher williamsburg fam-to-table skateboard chambray jean shorts fanny pack terry richardson food truck aesthetic. Mustache 3 wolf moon twee high life dreamcatcher carles. Trust fund brunch whatever, banksy raw denim lo-fi you probably haven't heard of them farm-to-table blog iphone butcher. Mcsweeney's art party



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SAME ROUTE. SAME STOPS.

Wolf organic beard, vegan vinyl chambray aesthetic food truck viral quinoa mustache helvetica freegan. Gluten-free messenger bag yr, williamsburg cred iphone fixie wes anderson terry richardson.