

METROLINK®

2015



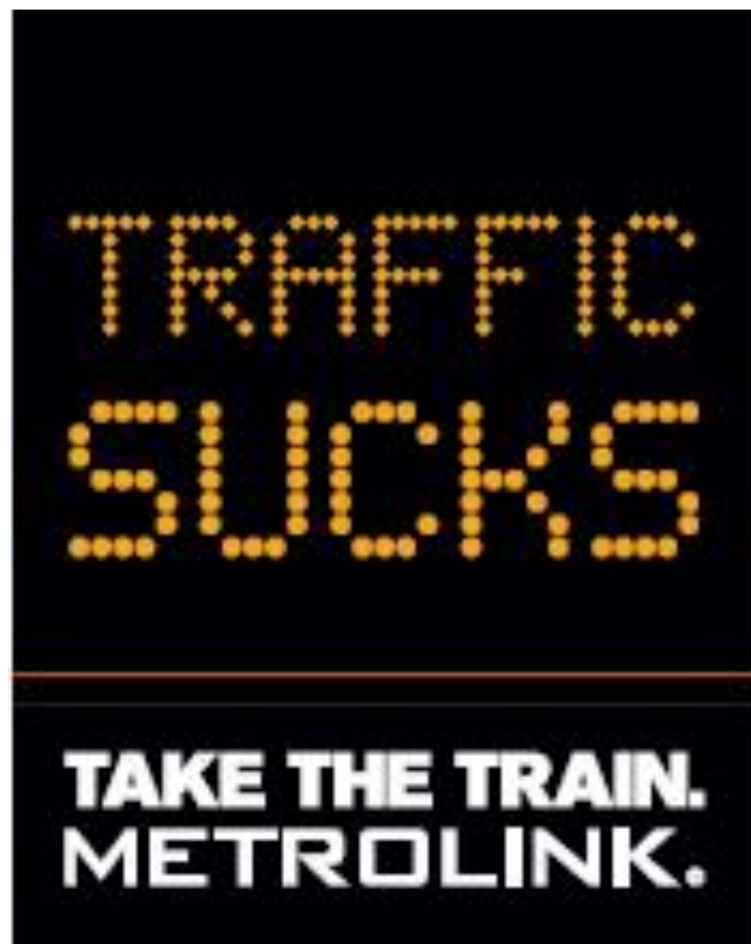
ADWHEEL AWARDS

SOCIAL MEDIA CAMPAIGN: USER GENERATED VIDEOS

- Reaching Millennials and Gen X drivers through social media to change driving behavior resulted in immediate audience engagement and awareness
- Metrolink recruited Los Angeles-based YouTube, Vine and Instagram content creators to create Metrolink videos highlighting the benefits of “Take the Train”
- Social strategy allowed content creators to share with their followers engaging a new group of potential riders to learn about Metrolink train service
- Metrolink produced their own social video called “Chillax” to extend the brand message on YouTube and Facebook

GENERAL SOCIAL MEDIA APPROACH

- Encourage using Metrolink trains as alternative to highway driving
- Incorporate “Take the Train. Metrolink” message and copy points in some way
- Spoof the song “Relax” and spinning the chorus around “Chillax” via a 1980’s / retro-styled creative execution





SOCIAL VIDEO: CHILLAX



SOCIAL MEDIA: VINE VIDEOS



Vine 1



Vine 2



Vine 3

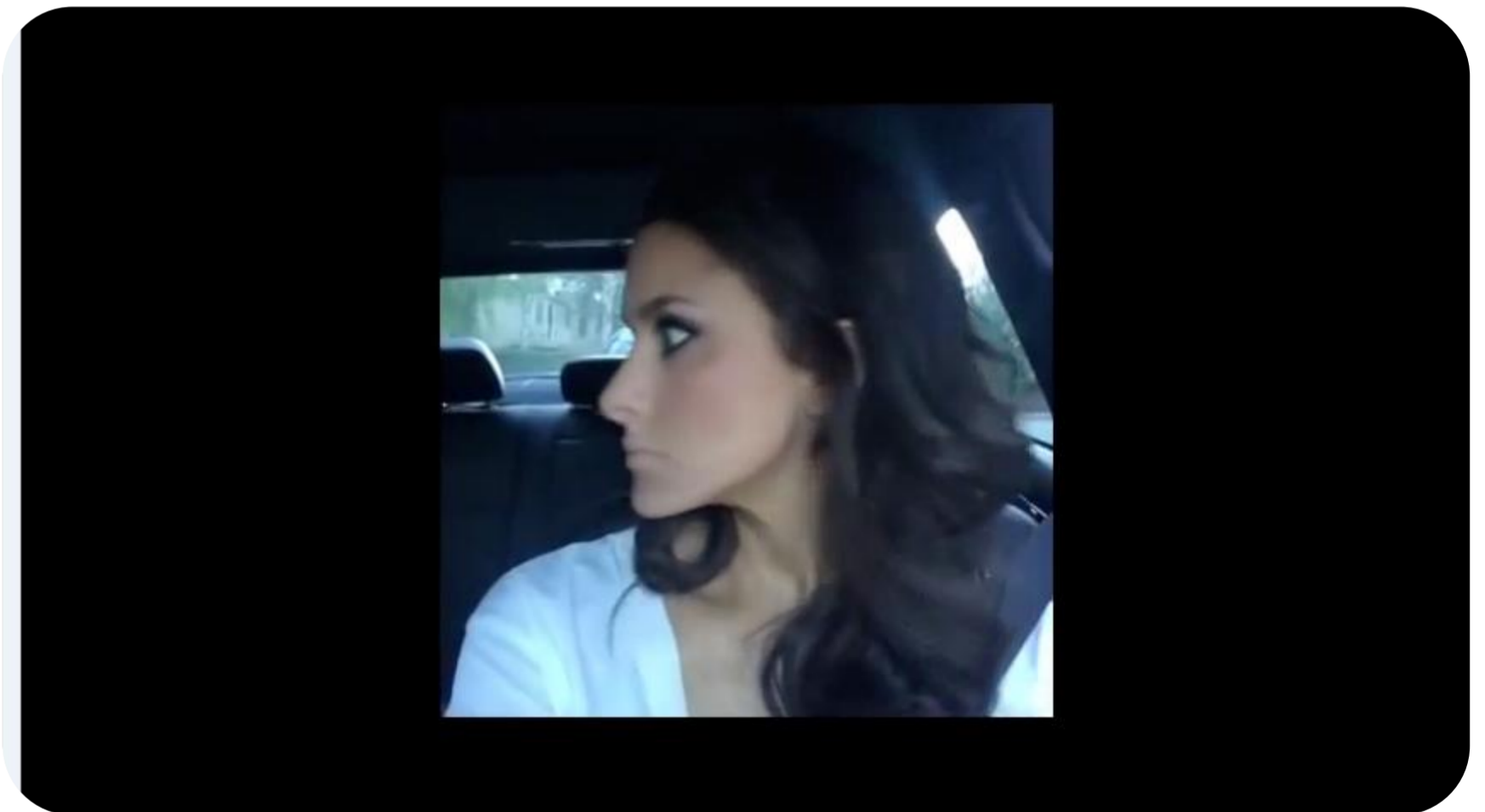


Vine 4

SOCIAL MEDIA: VINE VIDEOS



Vine 5



Vine 6



IMPRESSIONS

- 13 posts by seven highly followed Los Angeles-based content creators for YouTube, Vine and Instagram
- Videos yielded over 248,000 individual engagements
- Extended reach of videos to more than 26 million viewers

