

# ABGR Campaign

Category 3: Best Marketing and Communications Educational Campaign  
(general public information or other transit objective)

## Print Advertising

**MASSIVE**  
**JUMBO**  
**GARGANTUAN**  
**ENORMOUS**

4 new rail lines in 2016.  
Oh yeah, it's gonna be big.

Get the scoop on **ABGR** at [rtd-denver.com/2016](http://rtd-denver.com/2016)



The ABGR campaign utilized bold colors, modern fonts, shapes and white space to create a larger than life perception of these line openings. Print ads accounted for 2.25 million of 141 million total impressions during the duration of this June-Aug 2015 campaign.

# AWESOME UNBELIEVABLE GINORMOUS NEW TRAINS

DIA. Westminster. Wheat Ridge. Aurora.  
2016 is gonna be huge.



Get the scoop on **ABGR** at [rtd-denver.com/2016](http://rtd-denver.com/2016)



# COLOSSAL BEHEMOTH TOWERING GINORMOUS

4 new rail lines in 2016.  
It's the biggest thing ever.

Get the scoop on **ABGR** at [rtd-denver.com/2016](http://rtd-denver.com/2016)



# FANTÁSTICO INCREÍBLE GIGANTESCO ENORME

4 nuevas líneas de tren suburbano en 2016.  
Es el proyecto más importante jamás visto.

[rtd-denver.com/2016](http://rtd-denver.com/2016)



A series of rotating headlines, each cleverly emphasizing the letters while playing with scale, were created in English and Spanish to promote 2016 as RTD's biggest ever.

# A LINE ARRIVING SPRING 2016

Downtown to DIA in 37 minutes.  
It doesn't get any bigger than that.



Get the scoop on the **A** line at [rtd-denver.com/2016](http://rtd-denver.com/2016)



In a secondary phase, ads emphasizing the individual line colors, dates, destination and benefits were run in specific neighborhoods and locales.

# B LINE ARRIVING SUMMER 2016

Westminster to downtown in one stop.  
We told you it would be big.

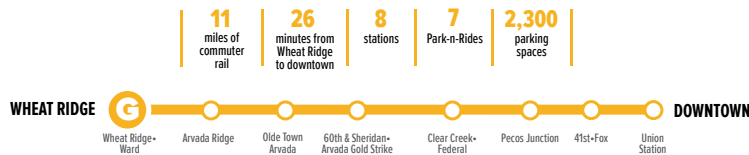


Get the scoop on the **B** line at [rtd-denver.com/2016](http://rtd-denver.com/2016)



# G LINE ARRIVING FALL 2016

Wheat Ridge to downtown in 26 minutes.  
Is that big enough for you?



Get the scoop on the **G** line at [rtd-denver.com/2016](http://rtd-denver.com/2016)



# R LINE ARRIVING WINTER 2016

Aurora to Lone Tree with more time to spare.  
Now that's huge.



Get the scoop on the **R** line at [rtd-denver.com/2016](http://rtd-denver.com/2016)





RTD produced over 75,000 brochures, complete with maps and other literature for distribution across our entire service community.

## On Vehicle Advertising



With an ample vehicle inventory, we ran wrapped trains, transfluxes, interiors and exteriors across our fleet, accounting for more than 141 million impressions. Billboards in strategic locations around town added an extra 10.5 million impressions.



With a high concentration in the downtown corridor, pedicabs provided a welcome alternative to our media mix. As an epicenter of activity, these cabs are on display night and day during various events. Between these and advertising in downtown elevators in commercial buildings, we achieved 5.2 million impressions.



# Web Advertising



## CONNECTING COMMUNITIES TO THE WORLD

The **University of Colorado A Line** opens April 22 and will offer fast, reliable service from downtown Denver to DIA. Eight stations along the way will make it even easier to make connections from your community to the world. This is all part of FasTracks, a multi-billion dollar voter-approved transit expansion plan bringing you more transportation options than ever before.

[View the FasTracks system map](#)

[See completed projects](#)

## NEW SERVICE ARRIVING 2016

- A** CU A Line to DIA - opens 4.22.16
- B** Line to Westminster
- G** Line to Wheat Ridge
- R** Line to Aurora

## FUTURE SERVICE

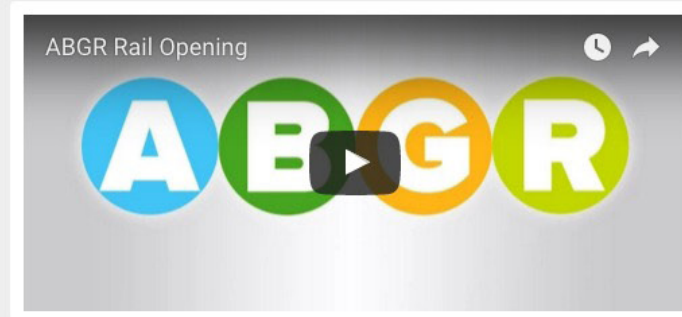
- L** Central Rail Extension
- N** Line to Thornton
- E F** Southeast Rail Line Extension
- C D** Southwest Rail Line Extension



## FASTRACKS IS CREATING CONNECTIONS

FasTracks is RTD's voter-approved transit expansion program -- the largest in the nation -- transforming transportation through the Denver metro area. Since 2004, we've completed the W Line, the Free MetroRide and Union Station. In January 2016, we launched the [Flatiron Flyer](#) Bus Rapid Transit service and later in the year, we will be opening the [A Line](#), [B Line](#), [G Line](#), and [R Line](#) -- all part of the FasTracks program.

Through the FasTracks program we're building more rail, improved bus service, more parking, and improved roadways and bridges for people on the go. Now that's progress.



During the course of the campaign, we attracted more than 118,000 unique visitors to our site. In tandem, we created a motion graphics animation (click link above) as an interactive component.



Now Playing Music Feed My Profile

Shuffle

- Alternative Music, For...
- Amy Grant Radio
- Carrie Underwood R...
- Celine Dion Radio
- Christian Contempora...
- Classic Rock Radio
- Coldplay Radio
- Country BBQ Radio
- Country Christmas R...
- Country Love Songs ...
- Country Music Radio
- Country Pop Radio
- Country Radio**
- Country Rock Radio
- Dave Matthews Band ...
- EDM Festival Dance ...
- Electronica Radio
- Enya Radio
- George Ezra Radio

Country Radio options

Country Rock Radio

Dave Matthews Band ...

EDM Festival Dance ...

Electronica Radio

Enya Radio

George Ezra Radio

Date

A - Z

IN THE HOME learn more >

4 new rail lines in 2016 RTD

Don't Happen Twice by Kenny Chesney on Greatest Hits

Publish \* Share... Buy \*

**About Kenny Chesney**

Contemporary country star Kenny Chesney didn't have the immediate breakout success that many of his peers enjoyed upon signing with major labels, but gradually built up a significant following via hard work, full bio

**Similar Artists**

- Tim McGraw
- Brad Paisley
- Zac Brown Band
- Jason Aldean

**MASSIVE JUMBO GARGANTUAN ENORMOUS**

4 new rail lines in 2016. Oh yeah, it's gonna be big.

RTD

Carrier 9:09 PM

Country Radio

4 new rail lines in 2016. RTD

It Won't Be Like This For... ^

Darius Rucker

0:10 -3:28

👎 👍 ⏸ ⏭

2016 is gonna be big!

- A** line to DIA
- B** line to Westminster
- G** line to Wheat Ridge
- R** line through Aurora
- FF** the Flatiron Flyer to Boulder

Digital advertising in such varied locations as Westword, the Denver Post, and Pandora widened our audience and added 1.25 million impressions to our mix.

## Promo Items



To create a two-way dialogue, we held a variety of events where we distributed t-shirts, lanyards, mugs and other items to spur conversation and awareness across our communities.