

# THE AGENCY THAT GETS THINGS MOVING

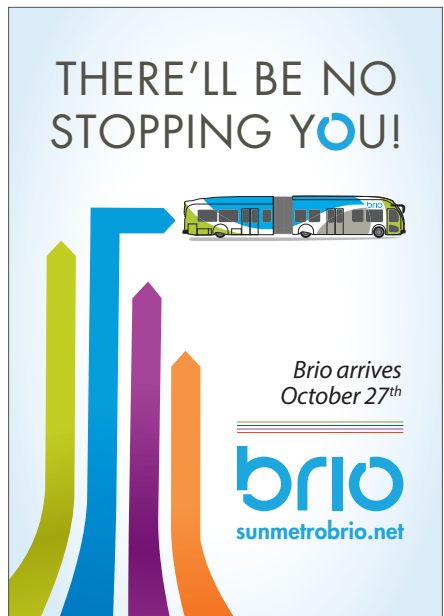
PLANES + TRAINS + BUSES + AUTOMOBILES

PAVLOV Advertising is the full-service advertising/marketing agency with proven performance in a wide range of industries. But few agencies anywhere can match PAVLOV's experience in working with major transit systems and organizations.

As a nationally-recognized industry leader in public transit marketing, we've worked with organizations across the U.S. from Fort Worth, Dallas, Denton, El Paso and San Antonio, Texas to Tampa, Florida and Portland, Maine.

We understand mass transit – the benefits it brings, the dynamics it operates within, and the hurdles it must overcome. Most of all, we know how to create successful brands, promotions and campaigns that really move people.

Here are just a few of our many case studies to get you moving. **V**



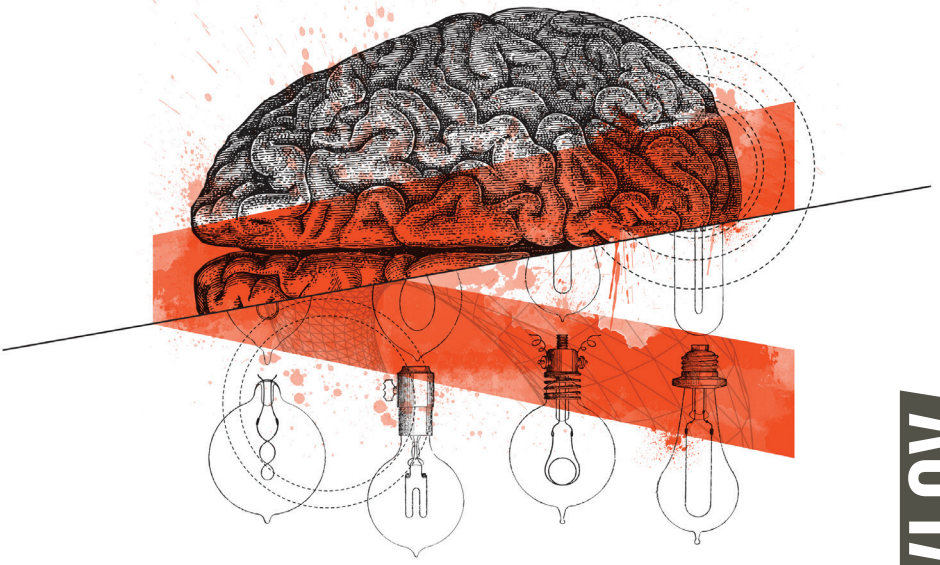
SIGNAL LIGHT PRIORITY SERVICE NAMING AND LAUNCH FOR SUN METRO IN EL PASO, TEXAS: **ACHIEVED 12-MONTH RIDERSHIP GOAL.**



TRANSPORT YOURSELF TRINITY RAILWAY EXPRESS (TRE) CAMPAIGN: **PRODUCED AN 8.2% RIDERSHIP INCREASE DURING LAUNCH.**



DALLAS FORT WORTH OZONE & AIR POLLUTION AWARENESS CAMPAIGN: **INCREASED TRANSIT RIDERSHIP 3.1% OVER SUMMER PROMOTION.**



STIMULUS + RESPONSE

PAVLOV

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- ✓ RESTAURANTS & SHOP FINDER
- ✓ UP-TO-DATE FLIGHT TRACKER
- ✓ PARKING AVAILABILITY
- ✓ AND MUCH MORE!

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DFW INTERNATIONAL AIRPORT EXPRESS PARKING SPRING BREAK CAMPAIGN **ACHIEVED 100% CAPACITY DURING PROMOTIONAL PERIOD.**



ВИНЕ ОНЪ ВЕГГ'