

Print Ads



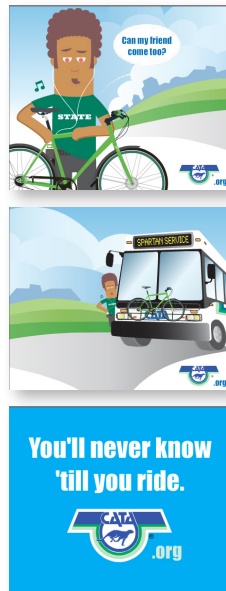
CHALLENGE

CATA has always understood the importance of both promoting and celebrating general ridership. This work has taken many forms and continues to evolve. One of the largest challenges was to present messaging in a visual style that would resonate with the Capital area community as well as the large student population in the area.

Bathroom Posters



Web Ads



SOLUTION

We established a multi-channel campaign featuring vibrant characters with socially relevant and relatable messaging to dispell pre-conceived notions about the type of person that rides the bus. The call to action, "You never know 'til you ride." was an open challenge to non-riders to find out all that is possible when you choose to ride CATA. This campaign utilized print, outdoor and interactive elements accompanied by a media strategy that included unconventional locations and a social media strategy to connect the community to these characters.

Mobile Outdoor



RESULTS

While this campaign is still in its infancy, public response has been extremely positive.

COMMUNICATIONS

Facebook Pages

