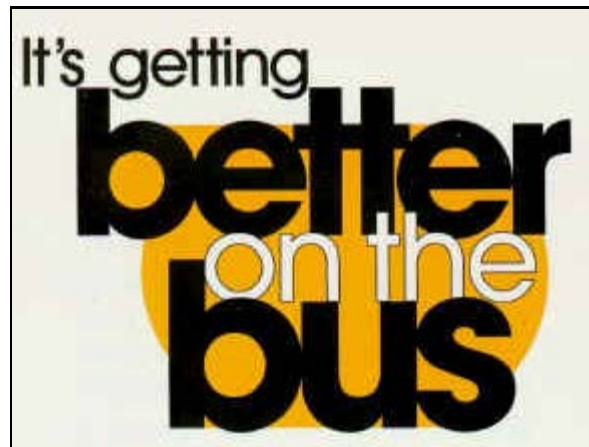


## Ad Campaign To Tell The Public...



(October 15) Thanks to Operations' sustained efforts, everyone can see that it's getting better on the bus....and MTA is about to trumpet that message in a major new advertising campaign.

Launching October 18, the campaign revolves around the theme "It's Getting Better on the Bus." Ads appearing on bus exteriors, billboards and in newspapers will highlight the bottom-line benefits that are the result of MTA's resolve to give improved bus service its highest priority: "More New Buses," "More Frequent Service," "More Reliability" and "More Security." On board "take-one" brochures also will deliver the message.

"The campaign seeks to take the cumulative impact of dozens of improvements and convey their bottom-line effect in a concise manner for our riders and the general public," says Warren Morse, Deputy Executive Officer of Marketing & Customer Relations. "By reinforcing the many enhancements our riders are seeing daily," he adds, "we also gain a strong platform through which we can promote continuing bus service improvements." As an underlying purpose, the ads also serve to inform the public that as a result of MTA's commitment to improved bus service, their tax dollars are being spent responsibly.

The campaign was created internally by MTA's Marketing department working in conjunction with the Graphics department and the Print Shop. David Sutton, Robin O'Hara, Elizabeth McGowan, Paula Cummings and Tuan Le are among the major contributors to the effort.

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