



New billboards feature a fast-moving Metro Rapid bus

Dual Ad Campaigns Promote New Metro Rail and Metro Rapid Service

(June 9) As the simultaneous launch of Metro Rapid and the Metro Red Line extension to North Hollywood approaches, the MTA is rolling out dual advertising campaigns to promote these important new transit services to the public.

"Coupled with all the preview events and positive media attention that Metro Rapid and Metro Rail are getting, we think this advertising will help ensure that our customers are well aware of these new services and are eager to use them," said Warren Morse, deputy executive officer, Marketing and Customer Relations.

The first stage of promotion for Metro Rail's three new stations appeared in early April, when ads on the sides of 600 buses and posters inside all Metro Red Line cars began touting the extended service as "A New Way to Express Yourself."



Offering free rides

Now, brochures are being distributed on all Metro Buses and Metro Rail trains detailing the attractions of the grand opening weekend and inviting customers to "Come Ride Free."

That effort will be supported by a final blitz of grand opening advertising in 21 newspapers during the week of June 19, plus a similar flyer in four languages that will be delivered, June 20, to some 400,000 households along the rail corridors.

Meanwhile, Metro Rapid is being introduced with one of the most extensive advertising campaigns MTA has ever developed for new bus service. Giant billboards featuring a fast-moving Metro Rapid bus seemingly jumping off the billboard will appear in seven strategic locations on or near the Wilshire-Whittier and Ventura routes.

Brochures and maps

The billboards proclaim Metro Rapid's key selling points: "New, Faster Service...Same Fare!" Other highlights of the campaign include brochures with a similar look that will be distributed on Metro Buses and Metro Rail trains starting the week of June 12.

The brochures describe the service and feature a distinctive map of the two lines, clearly showing how they connect with Metro Rail. Matching newspaper ads and posters inside Metro Red Line cars also are being used, along with a flyer that will be delivered, June 13, to approximately 300,000 households near the two routes.

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