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Duane Martin, Director of Rail Transportation Operations, is among a number of employees featured in advertisements for Metro's 'Imagine' campaign.



Imagine Ad Campaign Uses Familiar Faces to Spread the Word

By JIMMY STROUP

(May 7, 2008) Metro has a long history of using employees as models for advertising – and the “Imagine” campaign applies that practice in full force.

Launched in April, the campaign is made up of 10 different phrases, each playing on the “Imagine” theme. The ads feature employees posing as riders imagining a specific improvement to Metro’s system.

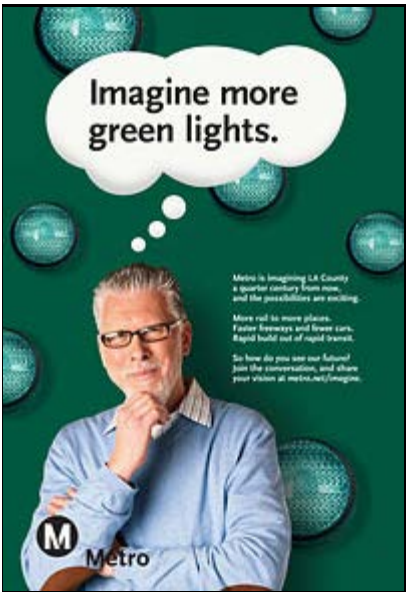
The campaign dovetails with the Long Range Plan, addressing each of the different ideas in the ads in lots of different ways. The overall thrust of “Imagine” is to get the public engaged – as the agency is – in improving the agency through desire, planning and support.

We talked to each of the models and asked what they thought about being a model and if their “imagined” phrase fit them. The “Imagine” campaign will appear throughout the county on buses and billboards until the end of May.

Imagine Better Connections – Aspet Davidian,
Director, Project Engineering Facilities.

“I was very glad to participate in raising public awareness of our transit system and how great it works if you work it,” Davidian said. “It helps the economy, too. There are connections everywhere: social, economic, cultural. Transit is bringing things together in ways your car can’t.





Imagine More Green Lights – Art Henry, Government Relations Manager.

"I had never done this before...the photographer was great in creating a relaxing atmosphere," Henry said. "I've been recognized by lots of friends and colleagues."

Imagine More Rail to More Places – Tiffany Barber, Creative Services Administrative Intern.

"I haven't been recognized by anyone in the public, but a host of my friends have sent me messages about their encounters with my face on the side of a bus, on the train or on a billboard," Barber said. "They want me to pursue pick-up modeling work...Ha!"

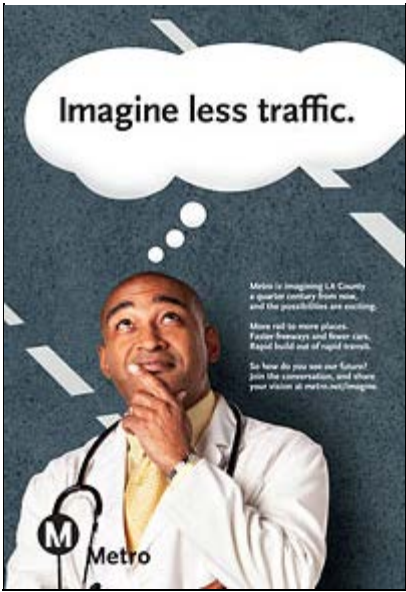


Imagine Getting There Faster – Duane Martin, Director of Rail Transportation Operations.

"Many Metro employees think it's fun," Martin said. "I've gotten quite the ribbing. People are talking about taking up graffiti as a hobby...."

Imagine Less Traffic – Keith Compton, Chief Analyst, Diversity and Economic Opportunity.

"It was very hard," Compton said. "Everything looks easier until you actually try it. After 60 seconds of posing and changing facial expressions, I couldn't figure out what else to do."



Imagine a Greener LA – Anne Flores, Audit Support Manager, and her daughter Maddie.



“Originally the idea that was to accompany our picture was ‘Imagine More Quality Time,’ which fits with us perfectly; we take transit here everyday and it really does provide us with more time together,” Flores said. “But when they came out and it said ‘Imagine a Greener LA,’ I was really thrilled with the change because doesn’t that really sum up what we’re trying to do here at Metro?”

“I liked taking the picture,” Maddie said. “I liked standing on the boxes so I was taller.”

Imagine Building Everything Faster – James Marcel, Administrative Analyst, Diversity and Economic Opportunity.

“Posing was more challenging than I thought it would be,” Marcel admitted. “It’s extremely hard to act ‘naturally’ in front of a camera when you know that many people are looking at you during the photo shoot – and that many more people will be looking at you in the poster. I definitely have a more profound respect for people in this profession after doing the ‘Imagine’ photo shoot. I think I’ll stick to my day job, that’s for sure.”



Imagine Freedom to Go Everywhere – Tom Horne, Communications Manager, Customer Relations.

“I don’t really know how I was selected as a model; perhaps it was my movie star quality,” Horne joked. “Wow, have I ever gotten very positive feedback from family, friends – they loved it – and strangers. Strangers greet me with, ‘Hey, you’re the guy on the poster!’”

