

# Opposites

Campaign Summary: July 2009



Metro™

# Introduction

**Metro's *Opposites* campaign debuted in August, 2008.**

The campaign was born of a strategic and timely idea. With a possible sales tax ballot measure making its way through the required legislative process, it was important for Metro to position itself as the solution to congestion in Los Angeles County. In fact, initial creative discussions regarding a new ridership campaign focussed on just two words: *Problem* and *Solution*.

From this simple word pairing, the *Opposites* campaign took shape. The premise was simple. Congestion, high gas prices, pollution; all are major problems in LA, and Metro is the solution. While Metro's previous ridership campaign, *Go Metro*, employed humorous and colorful photography, the new campaign was by contrast stark, simple, the ultimate "quick read". Simple icons were developed, and the all-black backgrounds helped to pop the icon-and-word pairs to maximum effect, regardless of media.

The following pages detail the *Opposites* campaign in its many iterations, from outdoor to web advertising, from print ads to customer giveaways.

# Opposites Campaign Elements

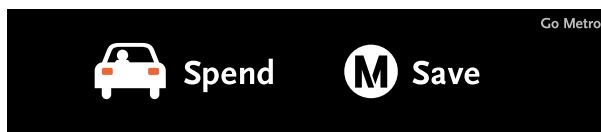
<b>OUTDOOR</b>	Bus Shelters	1
	King Ads	2
	Bulletins	3
	30 Sheets	4
	Tail Ad	5
	Rail Posters	6
	Car Cards	7
	Banner	8
	LA Live Ads	9
<b>PRINT</b>	Newspaper Ads	10
	Magazine Ads	11
	Pocket Guide	12
	Postcard	13
	Vendor Posters	14
	Lobby Posters	15
<b>WEB</b>	Rotating Ads	16
	E-Blast	17
<b>PROMOTIONAL</b>	T-Shirts	18
	T-Shirts	19
	Buttons	19
	Notebook	20
	Balloons	21
	Stress Ball	22
	Tote Bag	23
	Lollipops	24
	Opposites Calendar	25
<b>RESULTS</b>	TBD	26

---

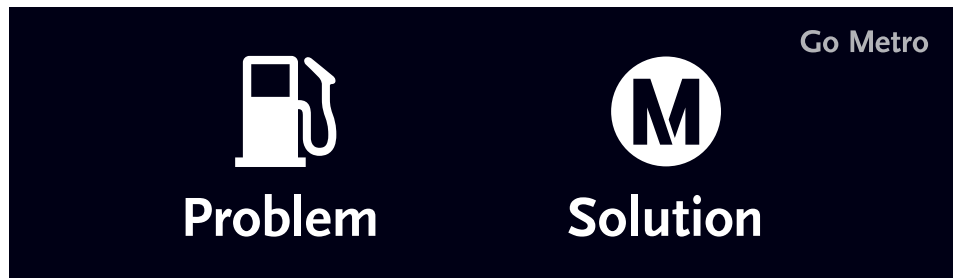
# Bus Shelters



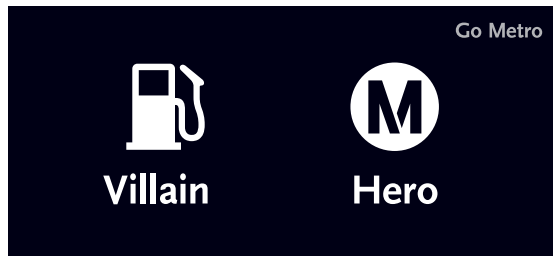
# King Ads



# Bulletins



# 30 Sheets

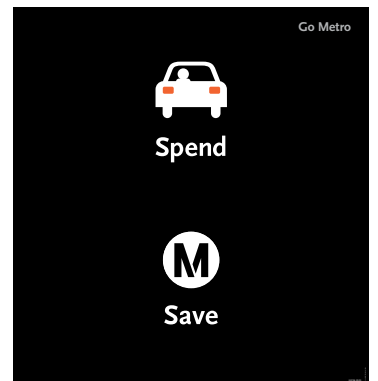
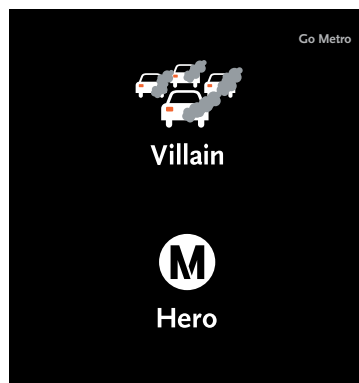


# Tail Ad

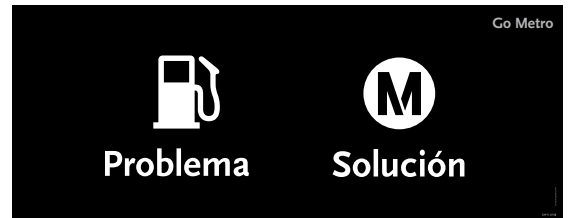
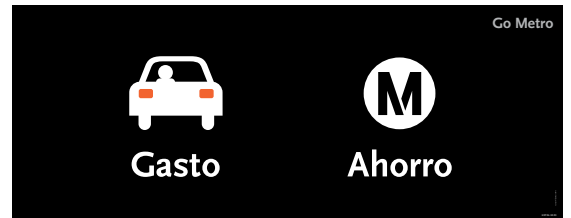
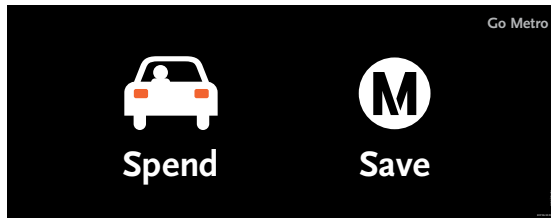




# Rail Posters



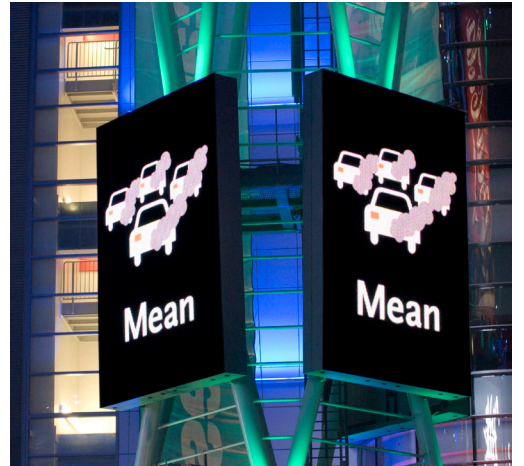
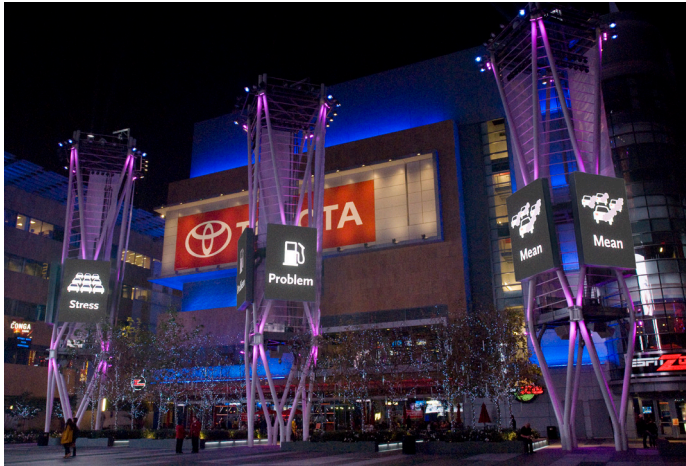
# Car Cards



# Banner



# LA Live Ads



# Newspaper Ads

The image shows a person's hands holding a newspaper. A large advertisement for Metro is overlaid on the right side of the page. The ad features a dark background with a white car icon and the text "Spend" and "Save" with the Metro logo. Below this, it says "Metro Brieft" and "SAN FERNANDO VALLEY".

**Construction Is Next For Orange Line Extension**  
Construction is expected to start late this year on a four-mile extension of the Metro Orange Line to the West San Fernando Valley. Metro Board of Directors approved the plan for the extension which will run from the Ganga Park station north to the Claremont Memorial Station.

**Metro Day Pass Is Going TAP**  
Metro is introducing the use of the Day Pass with the convenience of the TAP card. TAP will be replacing Metro's paper Day Pass on March 15. You can now use a Day Pass after that date. And a note: you can use the TAP card for Metro bus fares in all stations, just like you do to now.

**Metro Ridership Hits 37 Million**  
With the goal of making Metro a more sustainable, efficient and profitable system, Metro continues to grow. Ridership for Metro has increased from just over 34 million in 2008 to over 37 million in the first six months of 2009. A total of 17.1 million riders used Metro in the month of June.

**TAP Ready For Reduced Fare Customers**  
Metro riders with Senior College/Universal Student & 12 and under passes need to submit an application for a new reusable TAP card. You can get applications at Metro Customer Centers or online. Check metro.net/information for details or call 311.660.6034.

**Discover Metro's Destination Discounts**  
Save on Clippers and King James games or get 20% off on tickets to the Los Angeles Music Center at the Music Box Theatre. Find these discounts and more on metro.net/destination. Click on the link on the Metro website for details or call 311.660.6034.

**metro.net**  
**Spend Save**  
**Metro Brieft**  
**SAN FERNANDO VALLEY**

**Continued on page 11**

The image shows a person's hands holding a newspaper. A large advertisement for Metro is overlaid on the left side of the page. The ad features a dark background with a white gas pump icon and the text "Problem" and "Solution" with the Metro logo. Below this, it says "Go Metro" and "Mexico, up for grabs".

**Problem**  
**Solution**  
**Metro**  
**Go Metro**

**Mexico, up for grabs**  
Mexico is a hot destination for travelers looking for a new adventure. The country is rich in culture and history, and offers a wide variety of experiences. From the ancient ruins of Teotihuacan to the vibrant markets of Mexico City, there is something for everyone. Metro offers a variety of travel packages to Mexico, including flights, hotels, and transportation. Contact Metro today to learn more about our Mexico travel packages.

# Magazine Ad



Go Metro



Problem



Solution

Finding the solution to high gas prices and traffic congestion is easy: Go Metro.

We'll give you a personalized trip plan, carpool and vanpool matching or a custom-crafted program to help your business work smarter.

Ready for real solutions? No problem. Visit [metro.net](http://metro.net) or call 1.800.COMMUTE.

© 2009 Go Metro

# Pocket Guide



# Postcard



Go Metro

**Late Great**

**Special late-night Red Line service**  
Runs til 3am on Fridays and Saturdays from 11/21 through 12/27 for the holidays.

**Brought to you by:**


- 213 Inc. (Broadway Bar, Casey's Insh Bar & Grill, Cole's Original French Dip, Golden Gopher, Seven Grand)
- Bringing Back Broadway
- Club Nokia
- City Council of Los Angeles
- Historic Downtown LA Improvement District
- LA Live
- Los Angeles Theatre
- The Orpheum Theatre
- Staples Center
- Universal Studios
- Deluxe Restaurant - Adolfo Suarez
- Fox Theater and The Ivar (6506 Hollywood Associates)
- La Cita
- L.T. Properties - Dr. Alan Konce and Vytas Jusky
- Millennium Partners/Argent Ventures
- Newport Capital Advisors
- Pantages Theatre
- Redwood Bar & Grill
- Selma Hotel

Go Metro to your favorite night spot, and you'll skip the traffic and parking hassles. Watch for details at [metro.net](http://metro.net).



## Vendor Posters

Go Metro



Late



Great

**Special late-night Red Line service**  
Runs til 3 am on Fridays and Saturdays from 11/21 through 12/27 for the holidays.

Go Metro



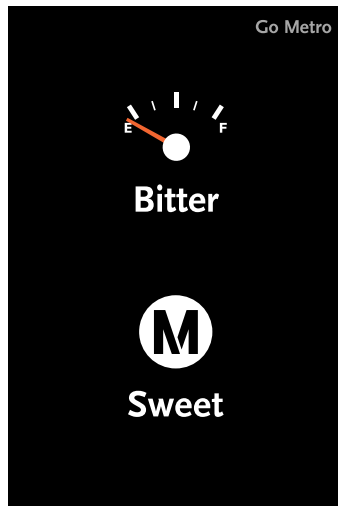
Late



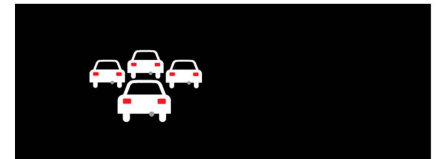
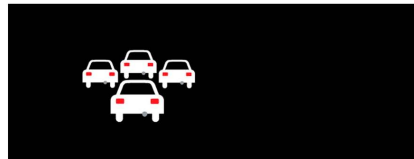
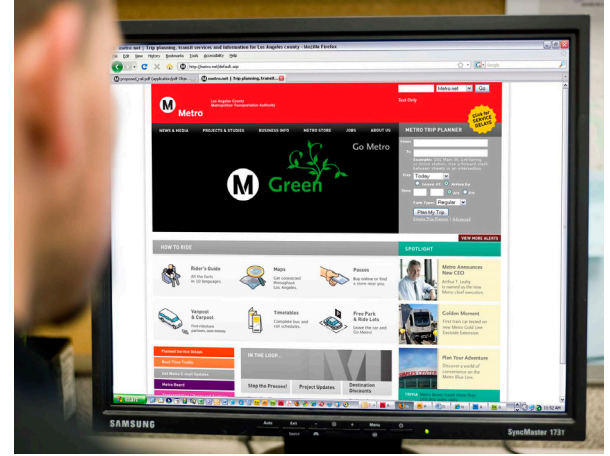
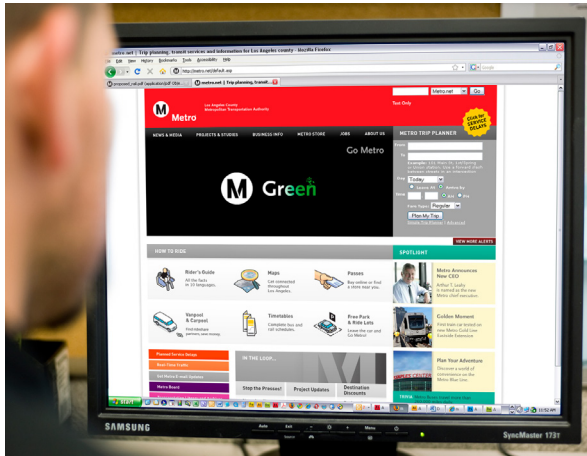
Great

**Special late-night Red Line service**  
Runs til 3 am on Fridays and Saturdays from 11/21 through 12/27 for the holidays.

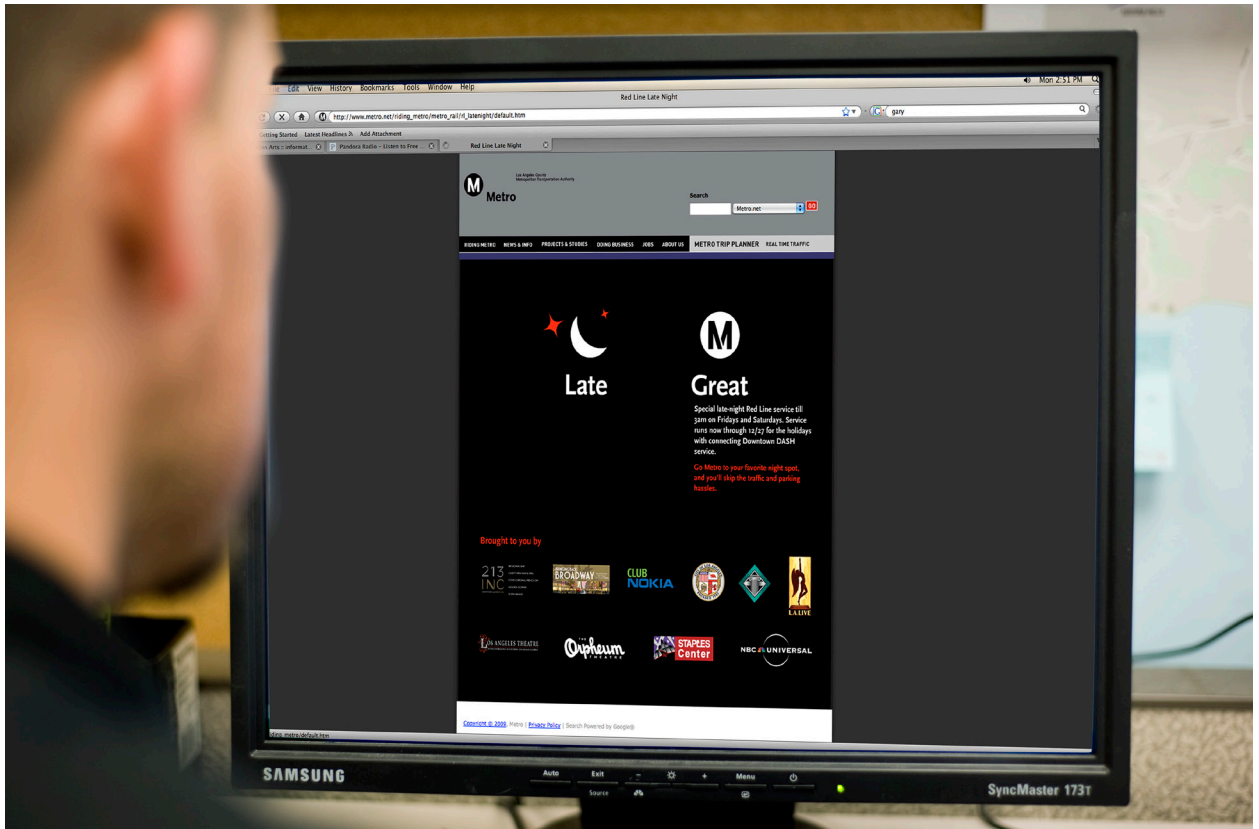
# Lobby Posters



# Rotating Ad



# E-Blast



## T-Shirts



# T-Shirts



## Buttons



# Spiral Notebook





## Balloons



# Stress Ball



# Tote Bag



# Suckers



# Opposites Calendar





Metro™