

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*.

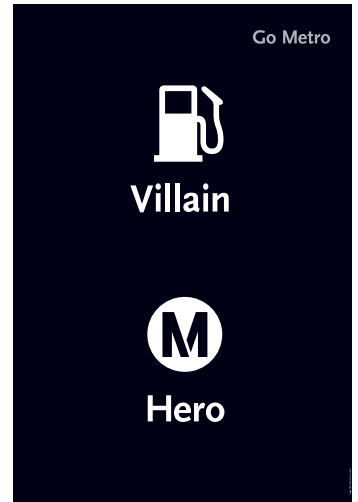
From this simple word pairing, the *Opposites* campaign took shape. The premise was simple. Congestion, high gas prices, pollution; all are major problems in LA, and Metro is the solution. While Metro's previous ridership campaign, *Go Metro*, employed humorous and colorful photography, the new campaign 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.

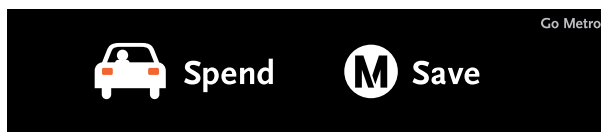
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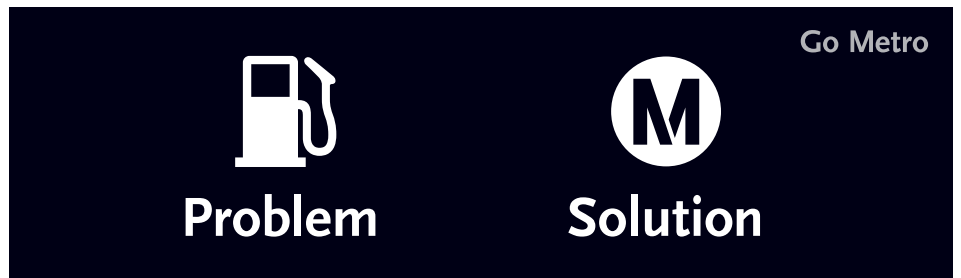
Bus Shelters



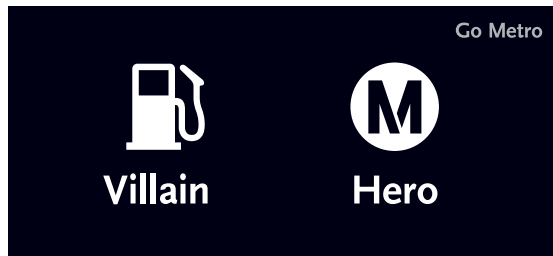
King Ads



Bulletins



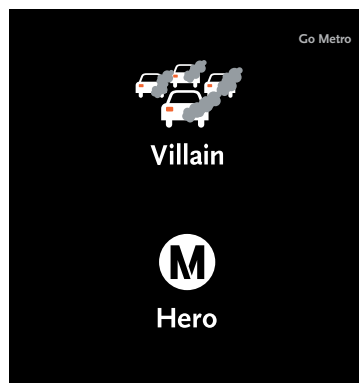
30 Sheets



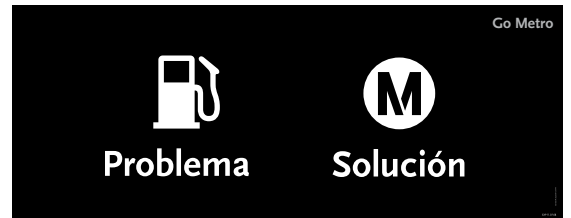
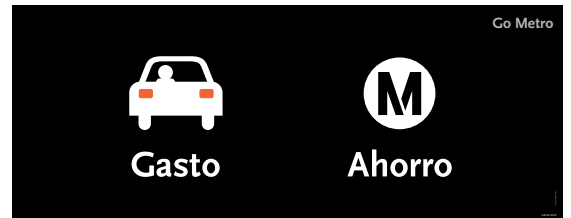
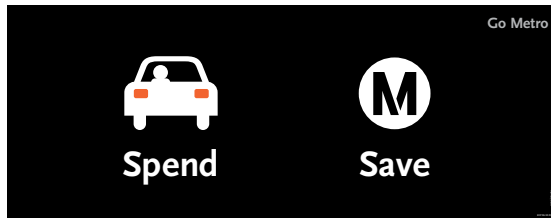
Tail Ad



Rail Posters



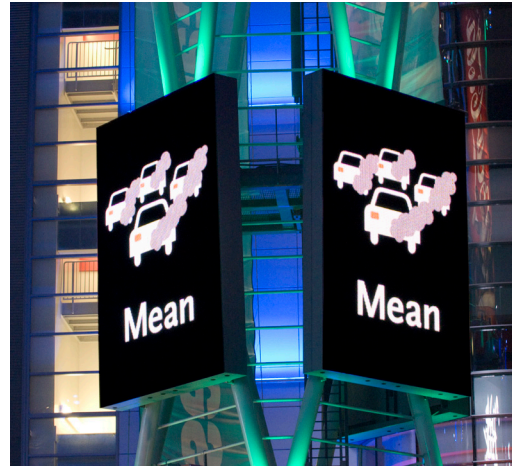
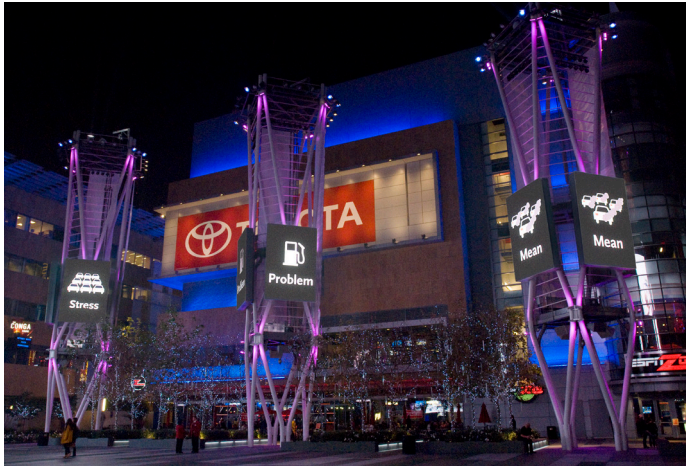
Car Cards



Banner



LA Live Ads



Newspaper Ads

The image shows a person's hands holding a newspaper. A large advertisement for Metro Brieftips 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, the title "Metro Brieftips" is prominently displayed, followed by "SAN FERNANDO VALLEY" and "metro.net".

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 providing Metro customers with a more convenient and comfortable riding experience, ridership for Metro has increased from just over 34 million in 2008 to 37 million in the first five months of 2009. A total of 17.1 million riders used Metro in the first five months of 2009.

TAP Ready For Reduced Fare Customers
Metro riders with Senior College/Volunteer 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/subscribers 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 Center Theatre. Find these discounts and more to reduce local events and attractions by clicking on Destination Discounts at metro.net.

Metro
If you'd like to know more, please call at Metro's call center or visit metro.net.

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, the text "Go Metro" is visible.

Problem

Solution

Go Metro

Find the solution to your problem and get the most out of your Metro card. Metro's new Metro Card Plus gives you a convenient way to pay for your Metro fare. Metro Card Plus is the only Metro card that lets you pay for your Metro fare with your credit or debit card. Metro Card Plus is available at all Metro Customer Centers. For more information, visit metro.net or call 311.660.6034.

Magazine Ad



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 (6906 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.

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



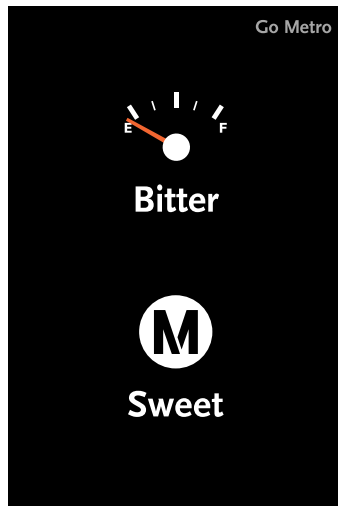
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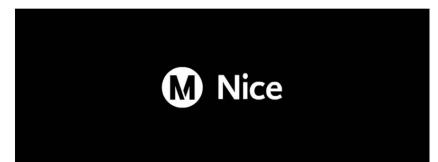
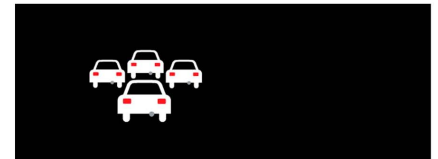
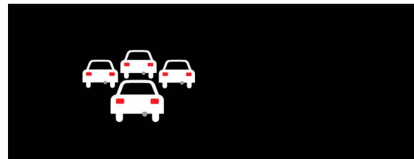
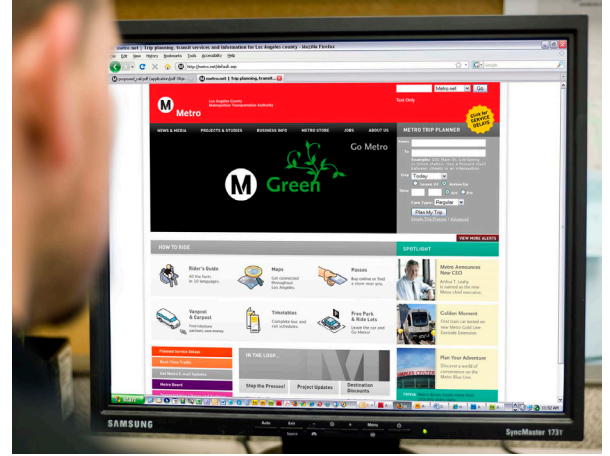
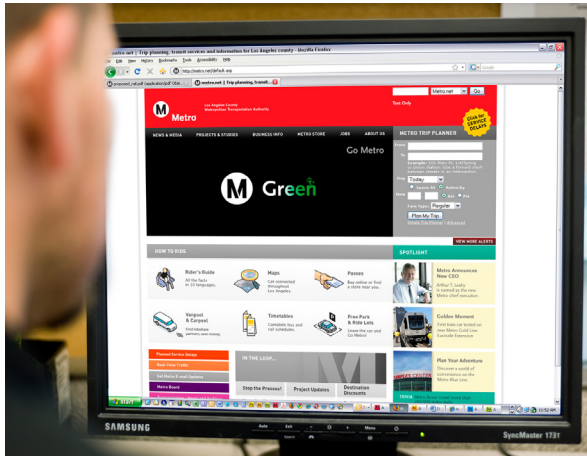
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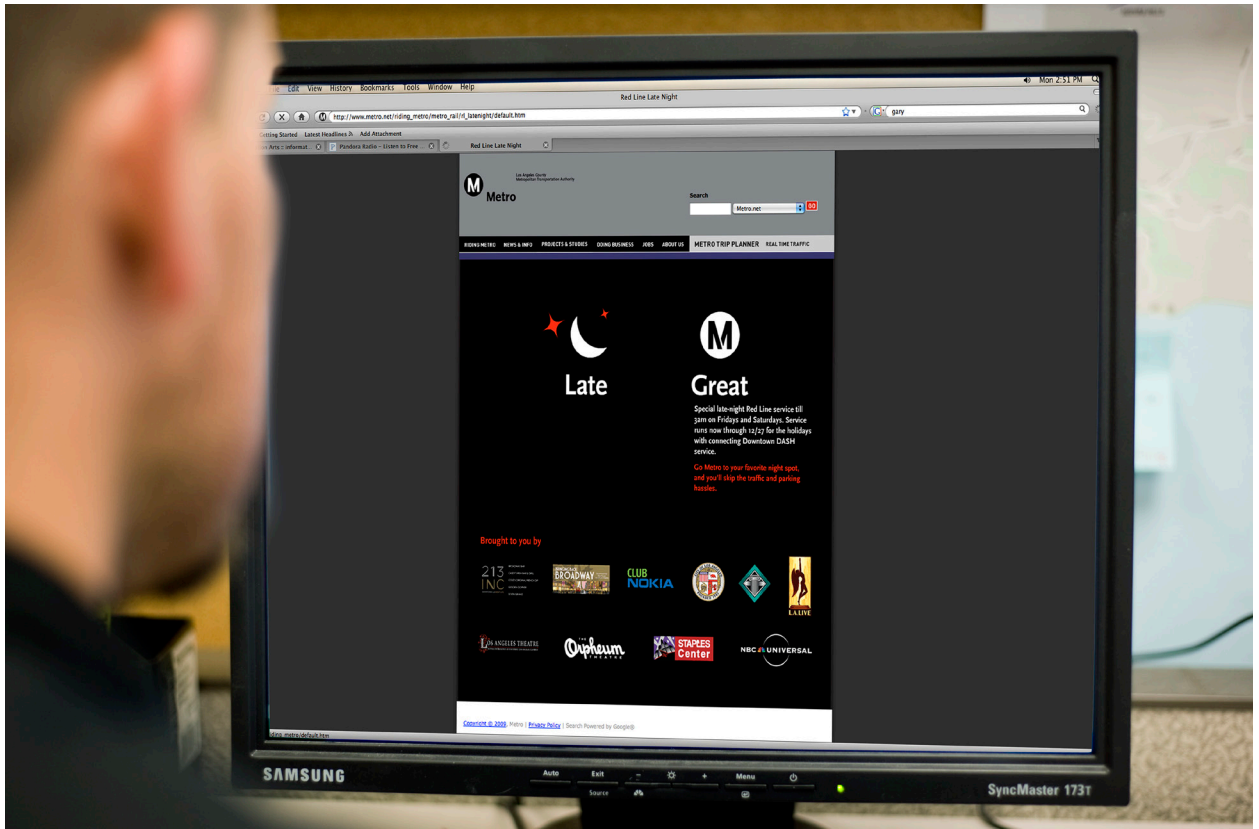
Lobby Posters



Rotating Ad



E-Blast



T-Shirts



T-Shirts



Buttons



Spiral Notebook



Balloons



Stress Ball



Tote Bag



Suckers



Opposites Calendar





Metro™