



2018 BARTable Holidays Promotion

February 27, 2019

APTA Marketing and Communications
Workshop

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What is BARTable?

- BARTable is a lifestyle marketing platform promoting fun destinations and events that are BARTable (as in, close to BART stations).
- We offer discounts, sweepstakes, events listings and articles on BARTable restaurants, shops, museums, festivals sporting events and more.
- Website (bart.gov/bartable), social media (@sfbartable—IG and Twitter @bartable—FB) and a weekly email newsletter (BARTable This Week).



2018 BARTable Holidays elements

- BARTable sponsored a holiday campaign to encourage people to ride BART to their holiday destinations, including airports.
- Co-promotional agreements with 21 partners who provided sweepstakes prizes at no expense to BART.
- Promotion ran from Oct. 29 to Jan. 7.
- Advertised via paid and free media.
- Distributed goodies through surprise & delight events.



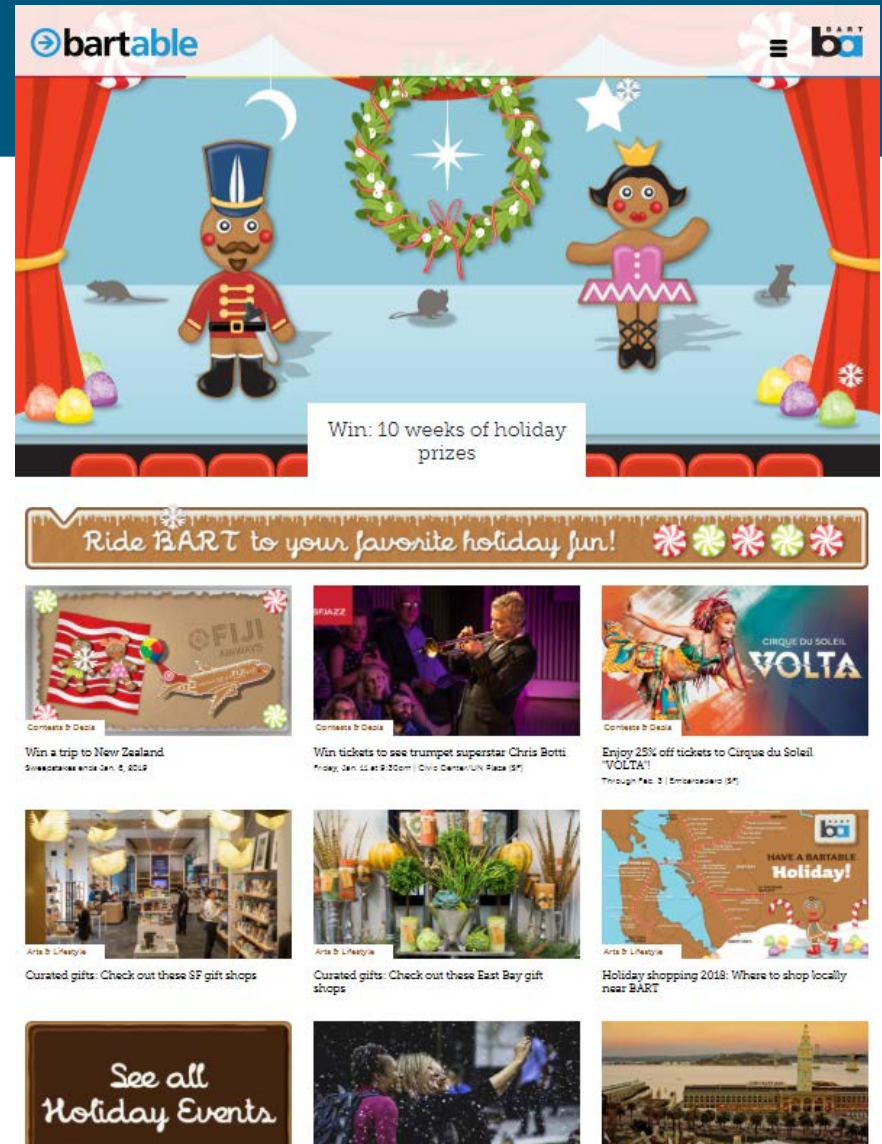
Challenges and goals

- Increase customer engagement.
 - Website pageviews
 - Sweepstakes entries
 - Email subscribers
 - Social media followers
- Build on past campaign successes without becoming stale.
- Stretch limited advertising dollars.
- Butts in the seats.
- Spread some cheer!



bart.gov/holidays

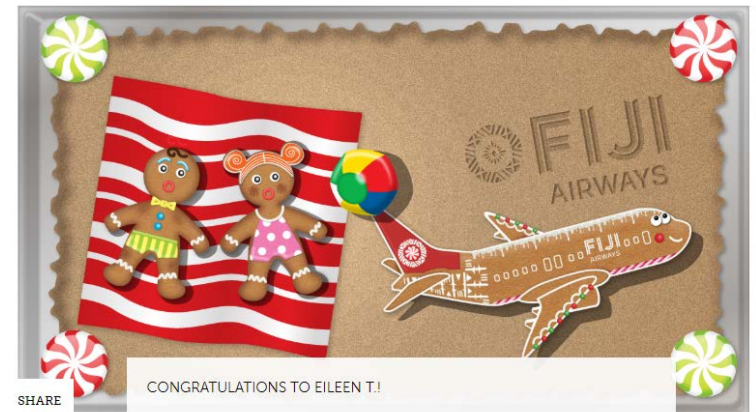
- Deployed landing page at bart.gov/holidays to provide unique spot to direct customers.
- Rotated content on a weekly basis to promote contests, discounts, articles, events and social media posts
- 270,000 pageviews on the holiday landing page during time of promotion



Holiday sweepstakes

Top 10 Sweepstakes	Views	Entries
Fiji Airways to New Zealand	78.4k	39.1k
The Shops at Tanforan	7,457	6,047
Macy's Union Square \$500 GC	5,681	4,220
Holiday Ice Rink in Union Square Prize Package	6,504	4,065
Cirque du Soleil "Volta" tickets	5,829	2,553
Shop Small (prize package)	4,768	3,469
SF Ballet "Nutcracker" tickets	4,465	3,080
Winter Park at Civic Center (prize package)	4,229	3,065
African-American Shakespeare Company's "Cinderella"	3,663	2,583
Exploratorium "Holidays"	2,877	2,173

- Ran **34 sweepstakes** from Nov. 1-Jan. 7
- More than **39,000** combined total entries



Email Newsletter

- 10 emails sent during time of promotion
- New subscribers: 14,784
- Total subscribers post-promotion: 92,000



Win: 10 weeks of holiday prizes

We know what you're thinking — Halloween is *barely* over, and now we are in holiday mode?

But we have a good reason! This year, BARTable is bringing you [10 weeks of holiday sweepstakes](#).

Every week from now until the end of the year, we'll publish a new set of sweepstakes where you can win prizes to BARTable holiday events, shopping sprees, hotel stays and more. At the end, we'll pick a winner for our grand prize — [a trip for two to New Zealand!](#)

Read on to see this week's prizes ...

[Start the season off right](#)



BART system advertising

- All creative done in-house
- Car-cards, two-sheets
- Train wrap



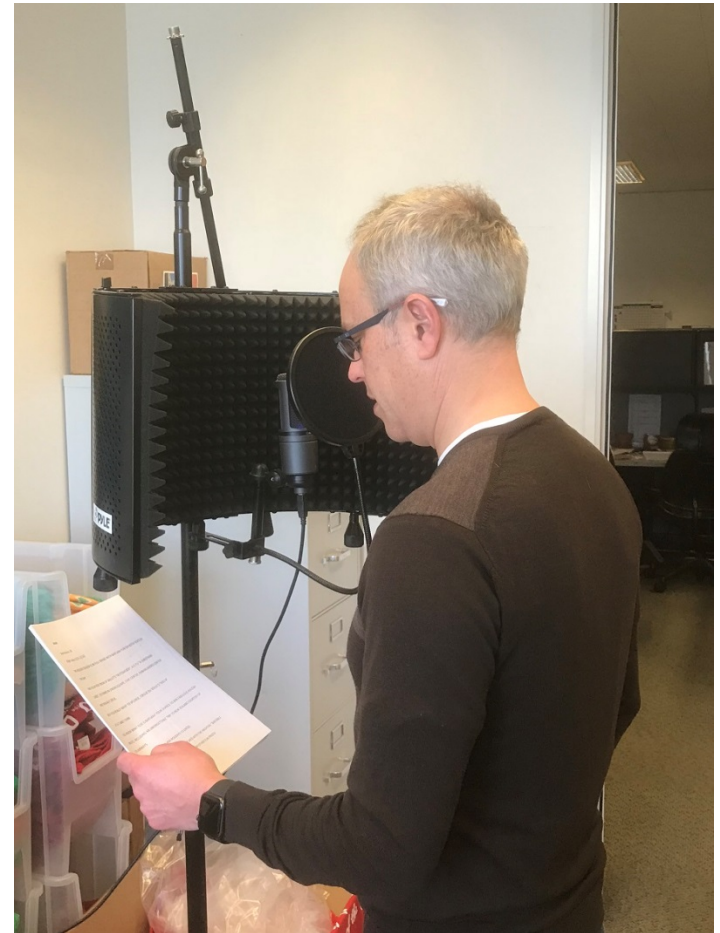
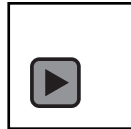
BART system advertising

- Bonus train wrap!



Radio advertising

- All creative, talent and production done in-house.
- \$120k cash buy + \$76k trade.
- On air Nov. 12 through Jan. 3 allowing coverage of:
 - Pre-Thanksgiving airport travel
 - Black Friday Holiday shopping
 - Take BART to Holiday events
 - Return airport travel after NYE
 - New Airport Group Travel App



Digital advertising

Win a trip to New Zealand
(courtesy of Fiji Airways) and other holiday prizes



BART
ba

Ride BART this holiday and win sweet prizes



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Digital advertising





- \$80k cash budget
- Google display
 - 29.12 million impressions
- Gmail ads
 - 1.67 million impressions
- Search
 - 154k impressions
- Smart Display
 - 2.46 million impressions



Social media



 The Gingerbread Man is riding BART this afternoon to spread holiday cheer and to hand out some swag. Sources tell us he's en route to Civic Center. 

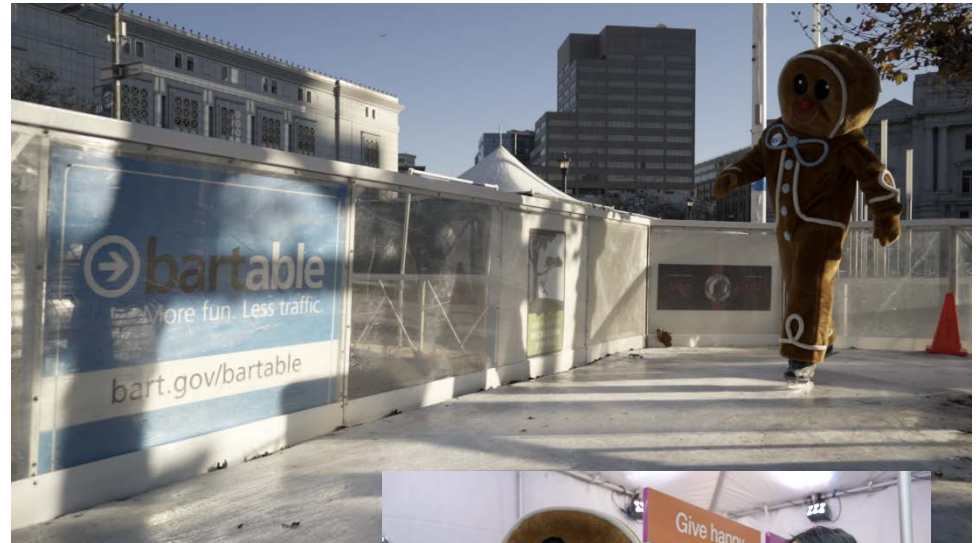
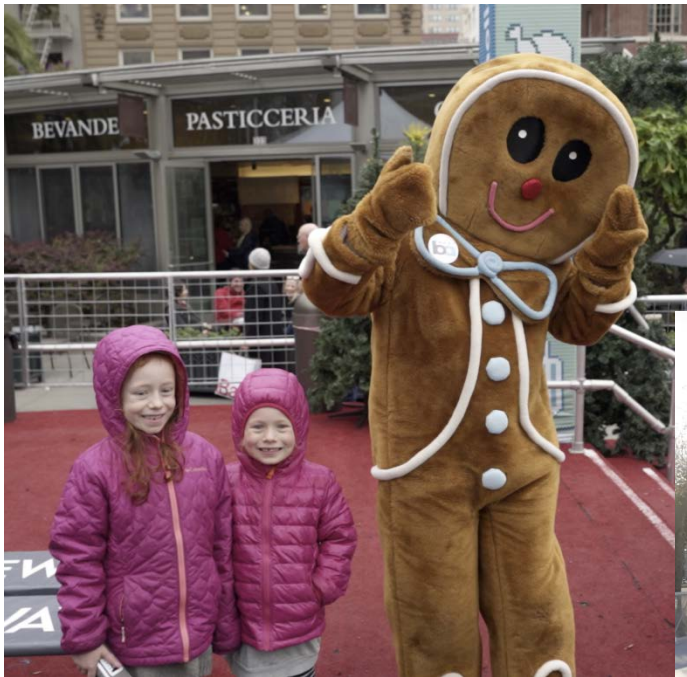
If you see him, take a photo with The Gingerbread Man and tweet at us! Thanks to [@SFBARTable](#) for inviting him to ride BART.

- Earn bonus entries in sweepstakes by mentioning on Twitter and Following on Instagram.
- IG followers increased by over 3,000 to 11,100.



Surprise and delight!

- Rented Gingerbread Man costume and rode BART throughout the Bay Area passing out goodies and spreading cheer!



Lessons learned

- Good partners are gold! Relationship management is key.
- Do not be afraid to try a new media mix, particularly digital.
 - Targeted
 - Redirected
 - A/B test
- Get creative with your social media.
 - Combine with other efforts.



- Be creative with your resources.
 - There's plenty you can do with the talent you have in-house.
- Have some fun.
 - Just because you work in Public Transit doesn't mean you can't have a laugh once in a while.

Thank you!



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