

Marketing

Strategy, planning & campaigns
Community Oversight Panel

11/13/24

Marketing @ Sound Transit



**We Move
People!**

Marketing: Critical business function

Two primary goals:

- Ridership development & retention
 - ✓ Supported the 2 Line and Lynnwood Link launches with advertising, rider promotions and event marketing
- Build brand awareness & support for transit use

How do we do it?

- We develop creative & tell stories that build an emotional connection
- Marketing is the personality of Sound Transit

Sound Transit marketing program

A multi-functional division

- Advertising (including sports partnerships)
- Event/Experiential marketing
- Digital marketing (social/email)
- Business partnerships (sponsorship)
- Revenue generation (advertising sales)

Investing in high quality creative

Budget

- Average advertising budget \$1.5 million a year
- ST ad sales revenues in 2023 was \$2.7M, we're on track to generate \$3 M in 2024



\$1.5M

AD BUDGET



\$3M

AD SALES REVENUE

Results

2024 ridership campaign: 54M impressions and 204K+ clicks to trip planner

Channels have reach

Owned channels connect vital audiences



503K

EMAIL SUBSCRIPTIONS



91K

TWITTER



34K

FACEBOOK



15K

INSTAGRAM

Advertising Measurement

Online surveys before/after campaigns

- Frequent, occasional & non-riders
- Evaluated differences in awareness & perception



Highlights

- Both ST riders/non-riders are highly positive about the brand based on advertising they have seen.
- Increases in advertising influencing respondents to ride
- Overall, riders are riding more

Goals-based business objectives

Goal #1: Retain current riders & attract new ones

Strategy: Two-pronged advertising campaign to support 2 Line and Lynnwood launches

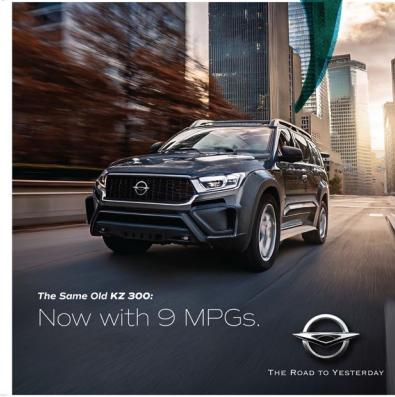
2 flights:

- 2 Line - April 11 to June 28th
- Lynnwood Link - August 30 to November 1

Advertising example: 30 second video



Advertising example: Radio & print





Goals

- Generate 2 Line and Lynnwood Link ridership
- Involve, thank and recognize key stakeholders
- Celebrate the people who live, work, study and play along the alignment
- Celebrate with and engage employees
- Build awareness region-wide of Sound Transit's ability to deliver projects
- Raise sponsorship dollars to offset event costs



Lynnwood results

- ~71,000 people rode the system on opening weekend
- Advertising created almost 13M impressions before the opening, and another 6M impressions since.



2025 and beyond: Maximize new service opportunities

- Use the same model, strategies and tactics tailored for each community
- Downtown Redmond Link Extension
- Federal Way Link Extension
- 2 Line Extension to Lynnwood (I-90 crossing)
- Stride BRT (new mode launch)



Currently planning for

- Retaining riders and maintaining reputation
- Additional revenue generation opportunities
- Expanding language access via marketing
- 2026 World Cup
- Passenger experience campaigns (safety/security, etiquette)



Thank you.

Thank you.



 [soundtransit.org](https://www.soundtransit.org)

