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# C-TRAN

## CAMPAIGN BOOK

**PREPARED BY**  
BAILLEY SIMMS  
COM 485

**WSU VANCOUVER**  
INTEGRATED STRATEGIC  
COMMUNICATION

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**DECEMBER 2018**

# ABOUT ME

My name is Bailley Simms and I am an Integrated Strategic Communication major from WSU Vancouver. My journey at WSU started in Pullman, Wash., then the Gold Coast of Australia for a semester abroad, then finally back home to Vancouver. I am the Editor-in-Chief of The VanCougar Newsmagazine at WSU Vancouver, a lover of food, wine and friends and a true PNW native.

In my free time I enjoy cooking new dishes, reading and bargain hunting. I've been dating my best friend David for nearly seven years and I've been a dog mom to my four-pound yorkie for the last two years.

At a young age my passion for writing began; starting with journals and story writing then developing into my communication degree. I knew the WSU Edward R. Murrow College of Communication was where I was meant to be when my college journey began. I graduate in May and afterwards hope to find a job here in Vancouver working within the field of communication.



**MY DOG BUDDY, MY  
BOYFRIEND DAVID AND  
ME AT THE PUMPKIN  
PATCH**

# C-TRAN

## New rider rules



### THE GOAL: INFORM THE PUBLIC

C-TRAN has nine new rider rules. Nine new rules to keep riders safe and C-TRAN on track. But how is C-TRAN to inform it's riders of these new rules? A poster? An ad on Facebook? That's what we dedicated our Communication 485 semester to researching and developing. Our team conducted hands on research to see what C-TRAN was already doing to reach it's public, and what the company could do even better in communicating the new rules to the Vancouver/Portland community. With the help of our research we drafted social media content, marketing ideas and mock-ups of potential in-bus channel cards to catch the attention of riders and explain the new rules.

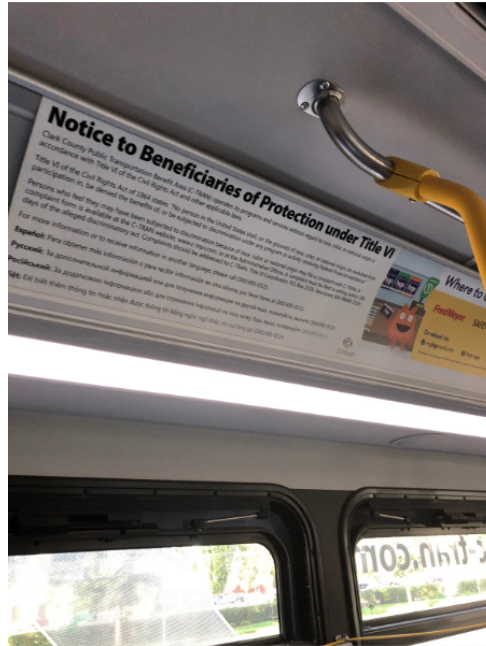


# Research Methods

## Observational

By spending some time on the bus we gained first hand experience with the new rules that C-Tran is planning to implement.

Our objective when riding was to observe the small details that influence a trip taken by public transit. Who was riding the bus? Where any of the newly implemented rules not being followed? What did the channels on the bus display?



Findings: With aid from our observations we will craft a strategic plan to not only promote education but to seamlessly create a personality for C-TRAN in a way that can be recognized by all riders. Throughout this campaign we aim at not only connecting with riders, but also allowing C-TRAN to have a presence in the Vancouver community.

## Social media



Our research objectives include understanding C-TRAN's social media use, engagement, interaction and reach. While better understanding C-TRAN's online social activity we can better understand the community's perception of C-TRAN and the most effective methods of communication for C-TRAN riders.

Findings: C-TRAN uses it's platforms to inform and engage it's public. The common trend across all of C-TRAN's social media platforms includes informing riders and the community of it's services. Whether posts are regarding bus routes, construction on buses, inclement weather or special events that C-TRAN is involved with, social media is where a majority of this information can be easily accessed.



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# CREATIVE STRATEGY

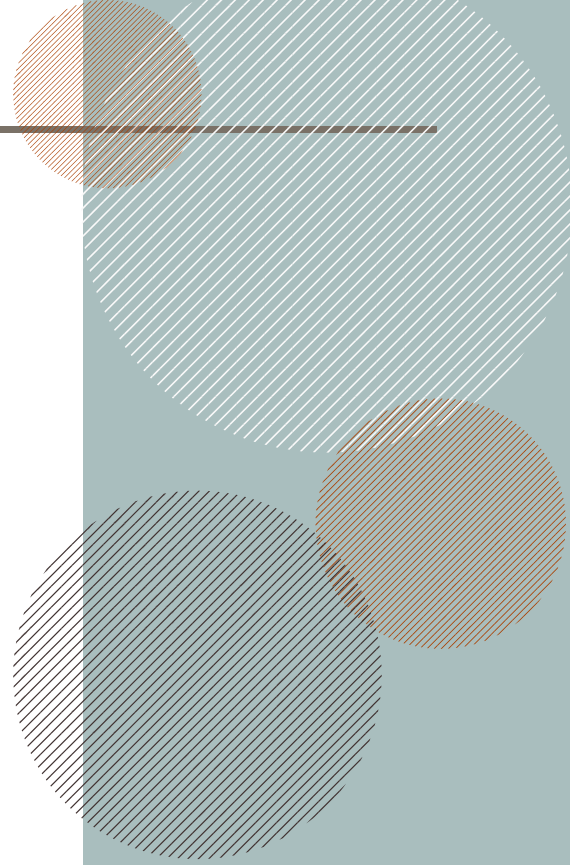
## OBSERVATIONAL AND SOCIAL MEDIA RESEARCH INSIGHTS INFLUENCED CREATIVE CONTENT FOR C-TRAN

With our observational and social media research insights, the creative strategy was clear. C-TRAN needed eye-catching and engaging messaging strategies, not text heavy, black and white documents.

The company is active on social media, but their current presence relies only on posts that are perceived as strictly informational, not entertaining.

How can C-TRAN create engaging, entertaining, unique content that riders (and even non-riders!) would want to pay attention to? That is the question our creative team kept in mind when drafting these creative strategies.

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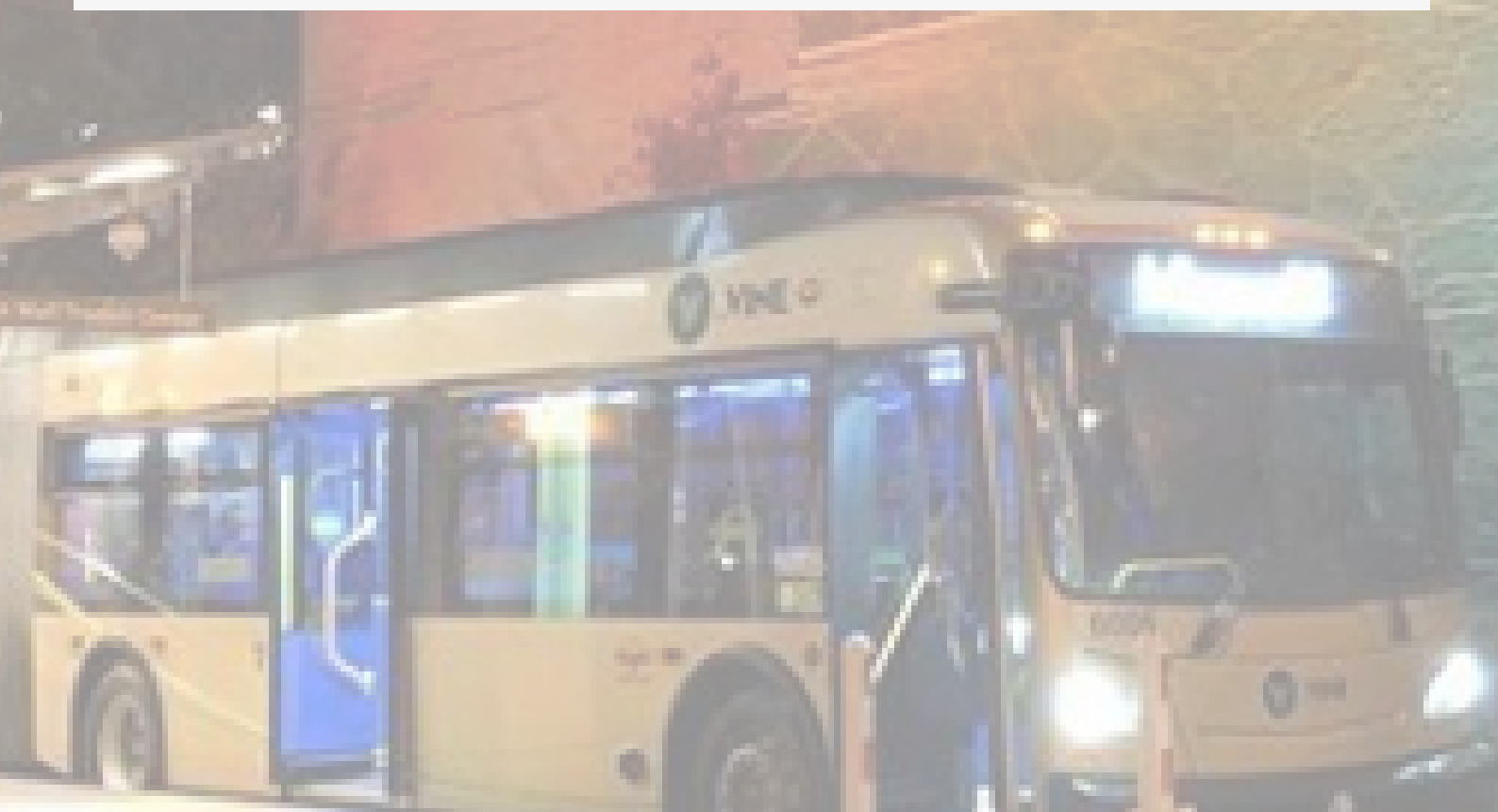
# CAMPAIGN TAGLINE

## *"Safe. Smart. C-Tran."*

Our research unveiled the importance of timeliness for riders. Bus delays, route closures, bus maintenance; anything that slowed down their travel time was a concern and was heavily voiced on C-TRAN's media platforms.

When C-TRAN approached our class, the new rider rules were the focus. It was clear that safety is the underlying theme of the new rules and the importance that they are followed by riders.

"Safe. Smart. C-TRAN." is a simple tagline that embodies the mission of C-TRAN. The new rules are in place to keep riders safe. Traveling on C-TRAN is smart because they want to get you where you're going in a timely matter. Smart riders follow the new rules and help keep the bus on schedule.



# CHANNEL CARDS

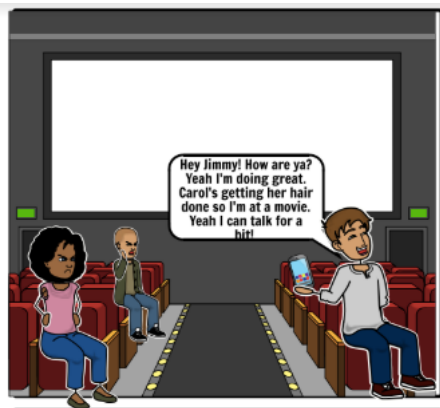
**PLEASE DON'T MAKE A FUSS,  
NO SMOKING WITHIN 20 FT OF  
THE SHELTER OR BUS.**

**ONE PERSON TO ONE SEAT,  
KINDLY CHECK YOUR FEET.**

**PLACE YOUR BIKE ON THE  
RACK TO KEEP THE BUS ON  
TRACK**

**HAVE YOUR FARE READY TO  
KEEP THE BUS RUNNING  
STEADY.**

# VIDEO CONTENT



- Video shot starts with lights dimming in a movie theater. -David (man pictured) picks up his phone and starts talking loudly.  
-Other people in the theater turn and look at him in confusion.



- Cut to scene of David talking loudly on his phone while in a library. -Cut to other people in the library angrily looking at him talking on the phone, but David continues to be oblivious.



-Cut shot to text on screen



-Cut shot to David getting onto a C-Tran bus while talking on the phone.



-shot of David walking onto bus then taking a seat and continuing to talk loudly on his phone. -Cut to shot of other people on the bus looking at him, then whispering to each other in anger



-Cut to final message text on screen. -Fade screen to C-Tran logo

The idea of this video/commercial is simple: you wouldn't talk loudly on your phone in these public places, so don't talk like that when riding C-TRAN. As mentioned in our creative strategy, people are uninterested in content created by a transportation service. The goal with this video is to disguise the fact that the video is really advertising one of the newly implemented rider rules for C-TRAN, but that is made clear toward the end of the video. Along with these details, the key strategy with the video is remaining relatable. When successfully crafted, this video should be something that most people can relate to and will therefore remember the video (and the rule!) more.



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# CONTENT MARKETING

BEYOND RIDER EXPECTATIONS

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## THE GOAL

A passport is known as ticket to the world. C-Tran is a ticket to the city. This content will provide an opportunity for those who aren't traveling the world but instead are living and working right here in the Vancouver/Portland community to explore their stomping grounds. To experience the satisfaction of a fresh "passport" stamp. The goal of this content is provoking a sense of exploration within a seemingly common place.



## THE PROCESS

C-Tran passport will encourage using C-Tran to travel around the city with a handheld "game" like passport that includes different destinations around Vancouver and Portland. Riders can "check in" at various locations listed in a map inside of the passport. Each location has a rider rule associated with it, listed next to the point on the map. C-Tran drivers will have stamps as way of checking riders in. Once a rider has all stamps on their passport they can submit the passport for a chance to win a free one-year bus pass.

# SOCIAL MEDIA STRATEGY



## *C-TRAN Trivia Hour*

### CATEGORY

### STRATEGY

#### Goal

Build community engagement with riders and C-Tran via social media posting and hashtag engagements.

#### Target Audience

Mid-day commuters  
First time riders

#### Content

On each social platform at 4 p.m. weekdays, there will be a trivia question posted using the #CTRANTriviaHour

Questions will revolve around public transportation, CTRAN in particular and the new rider rules.

First 10 correct responses will be entered into a monthly drawing for a year long bus pass.

# BAILLEY SIMMS

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## EDUCATION

Washington State University Vancouver, WA  
Bachelor in Arts, Integrated Strategic Communication  
GPA: 3.95

## EXPERIENCE

**The VanCougar Newsmagazine** Vancouver, WA  
*Editor-in-Chief* September 2017 - Present

- Actively seeked story leads, interview subjects and information in order to write interesting articles
- Manage staff of 13+ students
- Lead meetings, draft agendas, assign stories
- Voting member on Student Media Board
- Edit articles for grammar errors, structure and clarity

**The Hammond** Vancouver, WA  
*Waitress* March 2108 - Present

- Established connections with guests by providing excellent service and genuine conversations
- Accurately recorded orders and efficiently prepare food
- Answered questions about menu items and made recommendations upon request
- Memorized prices, specials and ingredients

## SKILLS/INTERESTS

- Interpersonal communication
- Working in fast paced environments
- Reading, writing, editing, creating
- Indesign proficient
- Google Drive proficient