



ROOT Marketing Transit Ad Campaign

Joint Board Meeting
February 14, 2022

Campaign preview



- Transit ads are a key component of the launch plan
- 2,200 ad placements across the region
- Runs from February through June 2022
- Supported by all seven ORCA agencies
- Translated into multiple languages

CT interior car card



Mobile app. New website. Better ORCA.




We're improving the ORCA experience by adding the features and benefits you asked for.

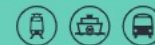
Una aplicación móvil. Un sitio web nuevo. Una ORCA mejor.

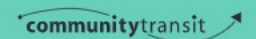
Agregamos las funciones y los beneficios que pidió para mejorar su experiencia con ORCA.

→ myORCA.com

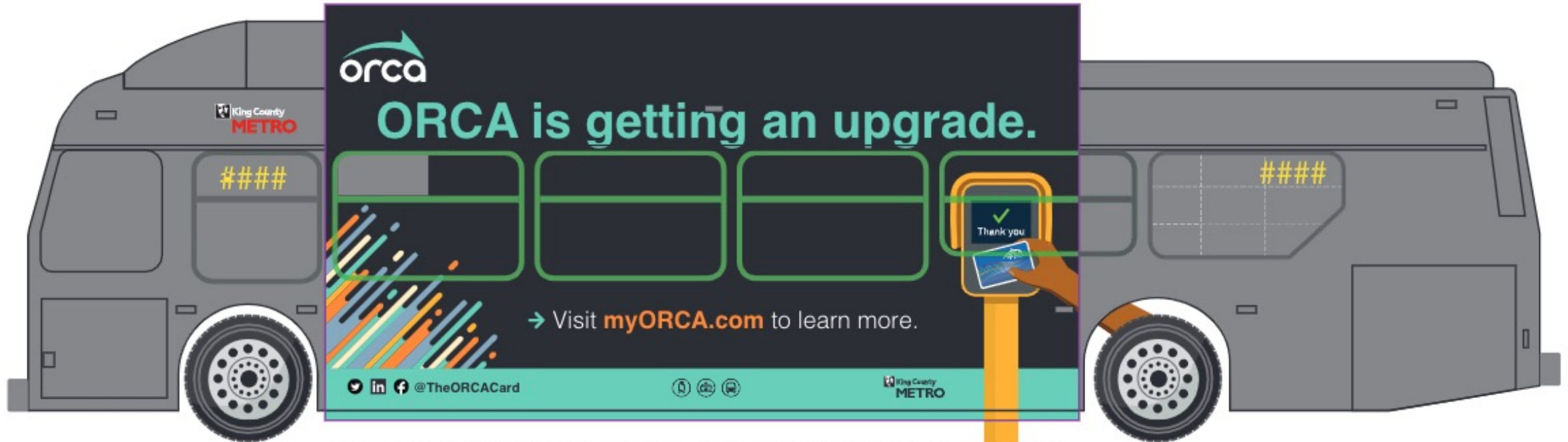


   @TheORCACard




 communitytransit

KCM bus exterior




*Note: The bus window tops may open & close, rendering the copy on windows illegible if open.

KT shelter











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 Visit myORCA.com to learn more.

- Load fares instantly
- More retail locations
- New card design

A smartphone displaying the ORCA mobile app interface with icons for bus, train, and ferry. Two physical ORCA cards, one blue and one black, are shown overlapping the bottom of the phone. The background of the advertisement is dark with a colorful, abstract graphic of diagonal lines in the bottom left corner.

   @TheORCACard    **Kitsap Transit** 
Connecting Communities

PT poster



ORCA is getting an upgrade.
ORCA se moderniza.
ORCA đang được nâng cấp.
Ang ORCA ay lalong inayos.
Мы улучшаем ORCA.
ORCA 正在升级
ORCA 가 업그레이드 됩니다.
ORCA កំពុង ត្រូវបាន លម្អិត ការ អោយ ដេត្យ

→ myORCA.com



   @TheORCACard

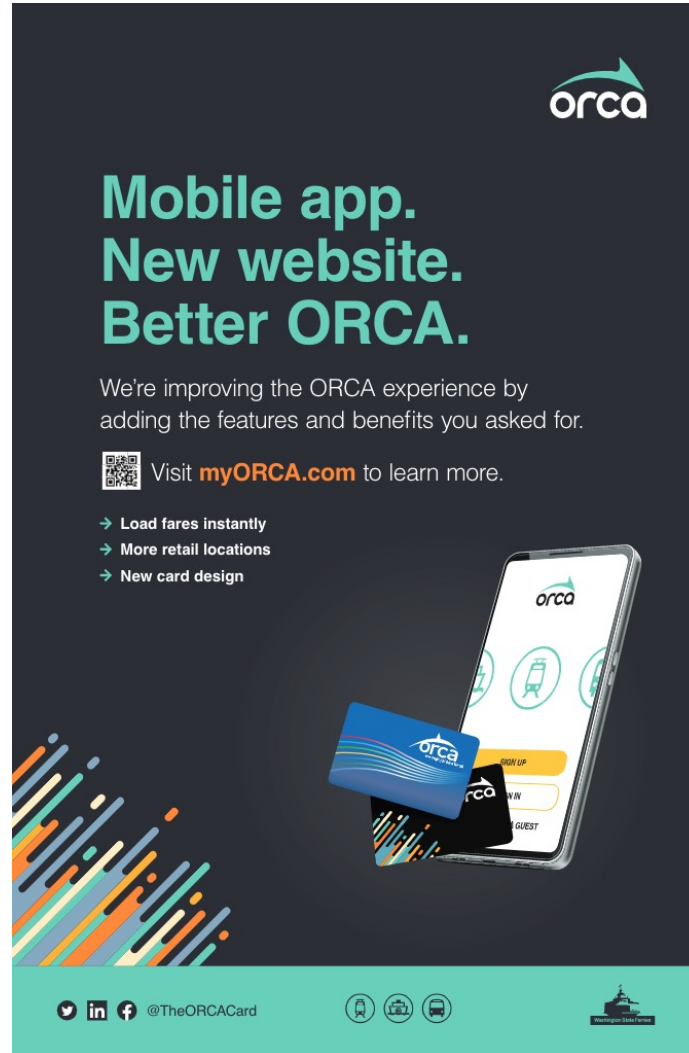
  

 Pierce Transit

ST double tall exterior




WSF poster




orca

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orca


ORCA UP

ORCA WIN

GUEST

 @TheORCACard





Social media



 **The ORCA Card** @TheORCACard · Feb 2 ...

Have you heard? ORCA is getting an upgrade this Spring! Spot our new look on a bus, train, or ferry near you. 🚌 🚆 🚢 #ORCACard bit.ly/3IWOqzz



The image shows a Pierce Transit bus with a new green and blue livery. The bus is parked on a city street in front of a building with signs for "TACOMA PIERCE COUNTY CHAMBER OF COMMERCE" and "VSKIN". The bus has "TO GARAGE" written on its destination sign and a side panel that says "Pierce Transit" and "ORCA Mobile app. New website. Better ORCA." An "ALT" label is present in the bottom left corner of the image.

 2  18  40  

Thank you.



How the Puget Sound gets around