



HYATTWARD

ADVERTISING, INC.

WHAT IS A BRAND?



BRAND EXPERIENCE



BRAND EXPERIENCE



IMPROVING BRAND PERCEPTION

BE ENGAGED



IMPROVING BRAND PERCEPTION

BE AUTHENTIC



IMPROVING BRAND PERCEPTION

BE POSITIVE ABOUT NEGATIVE FEEDBACK



IMPROVING BRAND PERCEPTION BE CONSISTENT

**RIDE THE BUS,
SKI FOR FREE!**

This winter, RTA is giving riders *snow* much more! Nestled in the San Gabriel Mountains, Mountain High is Southern California's closest winter resort. From now through March 18*, ride any RTA Bus on a Friday and you'll get a coupon for a **FREE Wednesday Night Lift Ticket** for skiing or snowboarding.

Don't ski or just want more free stuff? You can also WIN some family fun... We're giving away a Family 4-Pack for Mountain High's incredible North Pole Iceberg Park every week through March 18!

Enter to win at RiversideTransit.com

ERTA
Riverside Transit Agency

mountainhigh

JOIN OUR TEAM

ERTA
Riverside Transit Agency

SPECIAL



IMPROVING BRAND PERCEPTION

BE AWARE OF YOUR VALUES



IMPROVING BRAND PERCEPTION BE ON TOP OF YOUR REPUTATION





HYATTWARD

ADVERTISING, INC.