

# FAST FOODIES & ART WHEELERS

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**Foothill Transit**

# ABOUT FOOTHILL TRANSIT

- Bus agency in Southern California's San Gabriel and Pomona Valleys
- 39 lines, serving 327 square miles
- 373 buses (33 electric buses)





# VIDEO CONTENT ON SOCIAL MEDIA

- Video content on social media has experienced a boom in recent years
  - 55% of people watch videos every day. *(Digital Information World)*
  - 92% of mobile video consumers share videos with their friends. *(RendrFx)*
  - 54% of consumers want video content from brands they follow. *(HubSpot)*



# ABOUT THE CAMPAIGN

## Main Points

- **Education:** more ways to use public transit
- **Positive experience:** elicit positive emotion and sentiment
- **Create engagement:** engage in the social space



**FAST FOODIES**  
**BURGERS & BBQ**



Foothill Transit



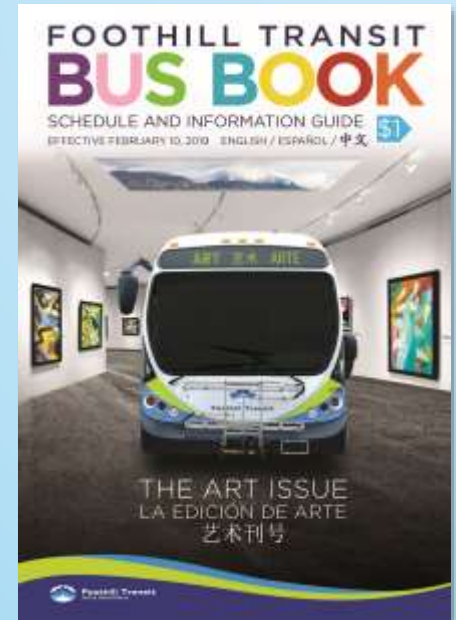
# ABOUT THE CAMPAIGN

## Goals and Objectives

- Increase engagement across social platforms
- Increase ridership

## Strategic Approach

- Highlight popular culture (foodie culture, art scene) to create new content
- Short, educational, engaging, and easy to digest content



# ABOUT THE CAMPAIGN

## Developing the videos

- Worked with a local college to identify our ambassadors.
- Identified locations within ½ mile radius of bus stops.
- Worked with our marketing partner to film and produce the videos





# ABOUT THE CAMPAIGN

## Tactics

- Bus Book in print and beyond
- Used YouTube to host videos and shared them on our site
- Social Media platforms
  - Instagram
  - Facebook
  - Twitter
- Other media:
  - Print newsletter (Footnotes)
  - Email newsletters (ETC)
  - Movie theaters





**FAST FOODIES**





**FAST FOODIES**

# RESULTS OVERVIEW

## FAST FOODIES

- 608 total sessions online  
4:52 average session length
- Social Media engagement stats
  - Facebook – 18,276
  - Twitter – 2,090
  - Instagram – 3,248
- Growth stats
  - 12% increase on Facebook
  - 4% increase on Twitter





**ART WHEELERS**





**ART WHEELERS**

# RESULTS OVERVIEW

## ART WHEELERS

- 2,000+ sessions online  
2:30 average session length
- Social Media engagement stats  
Facebook – 11,785  
Twitter – 1,586  
Instagram – 2,676
- Growth stats  
2% increase on Facebook  
1% increase on Twitter



# RESULTS OVERVIEW

## RIDERSHIP

Ridership on lines highlighted in campaign

- **Fast Foodies - Summer**

FY17/18	1,829,958
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FY18/19	1,882,230
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Change	3%
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- **Art Wheelers – Spring**

FY17/18	1,457,426
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FY18/19	1,421,709
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Change	-2%
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# WHAT WE LEARNED



New videos correlated with web page spikes



This content resonated highly with women and a younger audience



Sub-topics in videos resonated differently among with age groups



Our core audience seek lifestyle content



Hyper-targeted social ads performed best



Shorter videos worked best

# MOVING FORWARD

- Continue developing integrated content strategies that prioritize short-form video
- Use culturally relevant lifestyle topics
- Our ambassadors resonated well across all platforms





# THANK YOU!

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