

BOSTONBRT



A better bus experience coming soon **BOSTONBRT.ORG**

ad hoc INDUSTRIES

Beauty and the Bus Contest – Overview, Strategy and Goals

The Beauty and the Bus Contest is a citywide initiative created by Ad Hoc Industries to build public awareness and engagement around Gold Standard Bus Rapid Transit (BRT). The goal is to create an aspirational perspective of the current stigmatized bus experience, as a way to produce conversation across Boston about the potential to improve on it with Gold Standard BRT.

The initiative will be promoted as a citywide contest that asks the public to submit photos or short videos of something beautiful along their bus ride (i.e. At the bus stop/station, a scene inside the bus, from the inside looking outside along their ride). Participants will be asked to post their entries on their social media feeds and #BostonBRT. Contest messaging will point traffic to the BostonBRT.org website which provides the opportunity to learn more about BRT. A contest page will also be hosted on BostonBRT.org.

The contest will run for 8 weeks, with 8 prizewinners announced weekly starting the last week of March 2017. Prizes are weekend stays at a 4 star hotel in Boston with dinner. The prizes reinforce the value being placed on public participation in efforts to upgrade public transportation by pairing the stigma of riding the bus with a luxurious outcome. Insights gained from imagery submitted by participants on desirable elements of the current system can influence the new BRT system.

Contest promotion will take place primarily via social media. We will recruit some of the city's most influential social media influencers and bloggers to provide "use case examples" and promote within their network of local followers. Ad Hoc will commission 20-25 social media influencers citywide to promote the contest and will start the BRT Instagram account. This strategy will also create more lifestyle-oriented media coverage. In essence this is a creative engagement tool (creative asset mapping), an unexpected move for a transportation initiative and exciting for the broader Boston audience to get behind.

Members of the BRT Technical and Demonstration Committee will also be asked to participate in promotional activities. There is little downside to this initiative. If riders complain that there's nothing beautiful on their ride, they underscore the need for Gold Standard BRT. If they submit beautiful imagery of the current bus, we are showcasing Gold Standard BRT as a significantly better experience.

Who's Involved:

- **Tom O'Keefe** – Founder Boston Tweet: Most influential twitter account in Boston. Role will involve contacting influencers and getting them on board, promoting the contest on Boston Tweet (8 weeks) and also using his network to get lifestyle oriented media coverage. He has identified 20 influencers from his network with 440,000 followers on Twitter and 240,000 followers on Instagram in Boston.
- **Krissy Price** – Founder Boston Pollen. Instagram expert with over 25K followers. Very creative having staged installations at Museum of Fine Arts etc. Role will involve art direction and staging scenes on a bus or route for initial imagery for the campaign as well as start and grow BRT instagram account quickly. She has identified 25 influencers from her network with total followers of 900,000 on instagram in Boston.
- **Malia Lazu** – Epicenter Community. Role will involve contacting influencers, promoting and engaging the community along the pilot route. She will also recommend and reach out to influencers within her network. Her list (TBD) will be more urban and will provide balance.
- **Livable Streets**, hotel partners and other organizations would be enlisted to promote wherever feasible.

Campaign Launch Details:

- **Create @BosBRT Instagram account – In progress**
- **Curate 10-15 images to launch the account as examples as well as to create positive awareness and brand presence – In progress**
 - On the Ad Hoc team, Krissy Price will manage content creation process and Instagram account strategy and execution.
 - Photography team is taking initial example photos this week
- **Outreach and engage 10-15 influencers to post images and share about the contest with their followers (See influencer list attached) - Ready to mobilize once launch date is established.**
- **Creation of a schedule of posts on Instagram with copy which will be coordinated for sharing on Twitter and FB**
- **Create BostonBRT website page with contest creative and contest rules – In progress**
- **Contest start date (TBD)**

Marketing Tactics

- **Boston social media influencers recruited to produce content over the contest period**
 - They submit 1-3 posts on their social accounts to create awareness with their audiences about the contest
- **Stage 2-4 physical events and invite influencers to participate. These will happen strategically over the 8 week period to maintain momentum throughout the contest**
- **BRT accounts post minimum 4 times weekly (not including retweets)**
- **The best participant photos submitted weekly will be reposted across Instagram and Twitter**
- **Winners will be actively promoted and encouraged to continue to actively support contest**
- **Develop new contest headline imagery and creative every 2 weeks to keep promotional and outreach efforts fresh – in progress**
 - Encourage partners to repost twice a month
 - New imagery for posts and email blasts etc.
 - Artwork will be added to some photos consistent with prior creative done for BRT
- **Boston Tweet to be an active participant and advisor on Twitter strategy and execution**

Community Partners and Media Outreach

- **Press Release announcing the contest**
- **Outreach to key online publications to write about the contest.**
 - Boston Tweet will be actively engaging their network.
 - Paid influencers will be actively recruited for media connections
- **Distribute contest creative and details (can be a version of this document) to partner organizations for promotion to their audience.**
 - Partners will be asked to follow and retweet posts
- **Work closely with Denterlein on PR opportunities over the contest period**

Website and Email Copy:

- This will be provided to organizations that send an email blast to their mailing lists. Creative Example draft on following pages (We are still working on versions of this but including to give a sense of general direction)

Win a Luxe Weekend stay in Boston. It's Simple

What's beautiful about the bus?

1. Take a picture or short video of something beautiful on your bus ride, with a bus, at a bus stop, or along your bus route.
2. Share it on Instagram, Twitter, or Facebook with
#BostonBRT
3. Win!

Prizes:

A relaxing weekend stay and dinner at a luxury hotel in Boston.
8 weeks, 8 weekends, 8 dinners. Just one image.
Who can pass it up?

The Why:

As Boston looks to improve mobility around the city, upgrading your bus ride comes front and center.

Let's celebrate everything beautiful about the current system, as we work on designing the new one.

BOSTONBRT

Win a

Luxe Weekend Stay in Boston

It's simple.



Post to Win

What's beautiful about the bus?

1. Take a picture or short video of something beautiful on your bus ride, with a bus, at a bus stop, or along your bus route.
2. Share it on Instagram, Twitter, or Facebook with **#BostonBRT**
3. Win!

Prizes:

A relaxing weekend stay and dinner at a luxury hotel in Boston.
8 weeks, 8 weekends, 8 dinners. Just one image.

Who can pass it up?

The Why:

As Boston looks to improve mobility around the city, upgrading your bus ride comes front and center.

Let's celebrate everything beautiful about the current system, as we work on designing the new one.

