



Sun Trolley Uptown Link Kick Off Party Wrap Up

Client: Sun Trolley & Riverwalk Water Trolley

Sun Trolley Uptown Link Highlights

- Targeting working professionals in the Uptown Business District through overall awareness, social engagement and events.
- Solidified involvement from for key restaurants along the Uptown Link Route. Blaze Pizza, Giraffas Brazilian Grill, Jersey Mikes, VooDoo BBQ & Grill. These restaurants have participated in promotional videos, photo shoots, online messaging, contest give-a-ways, Kick Off Party Free Lunch Promotion, & Trolley Tuesday discount lunch program.
- Exceeded Rider Goal: 40 Participants/ Actual 176 participants during the Uptown Link Kick Off Party.
- More than 80 RSVP's collected for the kick off event.
- Restaurants involved in kick off reported 20% increase in sales
- Secured \$1,000 sponsorship from South Florida Commuter Services

Sun Trolley Uptown Link Kick Off Event

To Kick off the new and improved Uptown Link Route, the Sun Trolley hosted an official Uptown Link launch promotion on September 15, 2015. The first 40 passengers to RSVP received a free gift bag and a free lunch at Giraffas Brazilian Grill, Jersey Mikes, VooDoo BBQ or Blaze Pizza for riding the trolley that day. The trolleys were also equipped with two trolley djs offering riders a fun soundtrack on their free ride to lunch.

Gift Bags consisted of a Sun Trolley tote bag, Uptown Link T-Shirt, Sun Trolley pens, coupons, brochures and more.

On-trolley contests occurred during transit to help with social engagement. Contests for pictures, hashtags and posting help to spread awareness in the area about this promotion. (See example images below)

Video testimonials and pictures were collected from this event.

Information about future promotions such as Trolley Tuesday & Feel Good Fridays were also mentioned to riders and promoted at this time.



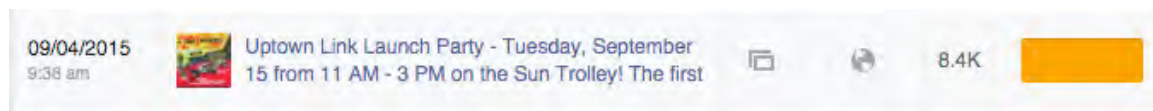
Promotion:

Online Promotion & Social Engagement:

Online Graphics & Assets were created to support promotion of the Kick Off Event. (See example image below)

Online graphics & flyers were sent to local professional businesses within 0.3 miles of the route. (See example image below)

Kick-Off Event promoted across Sun Trolley social media platforms to encourage engagement, awareness and hashtag familiarity. Our initial post on 9/4 had a reach of over 8,000 potential and current Sun Trolley users.



Photos about the uptown link were posted prior to kick off, during kick off and after the Sun Trolley Uptown Link kick off party.



Newsletters:

Created newsletter list to alert riders in the area about Sun Trolley, Route Changes, Fun Activities & More.

Email addresses were collected at the Sun Trolley Uptown Link Kick Off Party & Online RSVP page, Trolley Tuesday activities, and online via socials.

The following newsletters were sent out. Newsletters include information about Sun Trolley, Route Information, "How to Ride" information, App Download Information & More!



Newsletters Distributed for Kick Off, Introductory Trolley Tuesday & Feel Good Fridays in the month of September.

September 9, 2015 – Uptown Link Reminder, Open Rate: 25.5%
September 14, 2015 – Uptown Link Kick Off Reminder, Open Rate: 50.6%
September 21, 2015 – Trolley Tuesday Reminder, Open Rate: 52.8%),
September 23, 2015 – Feel Good Friday Reminder, Open Rate: 46.1%
September 29, 2015 – Trolley Tuesday Reminder, Open Rate: 41.4%

Blog Posts:

- September 24, 2015 – Ride The Uptown Link Trolley on Feel Good Fridays
- September 25, 2015 – The Uptown Link Presents – Trolley Tuesdays

Graphics:

Example Online Graphics / Social Images:



Example Promotional Flyer for Kick Off Event:





Example Uptown Link T-Shirt Design:

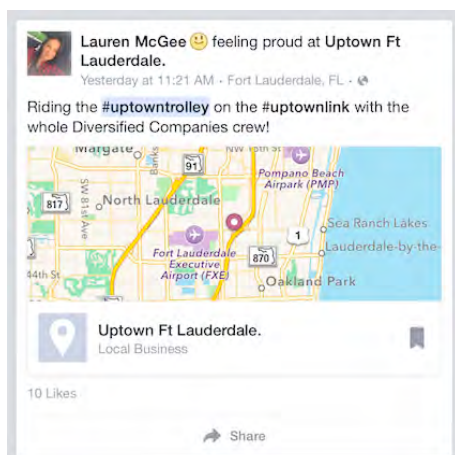
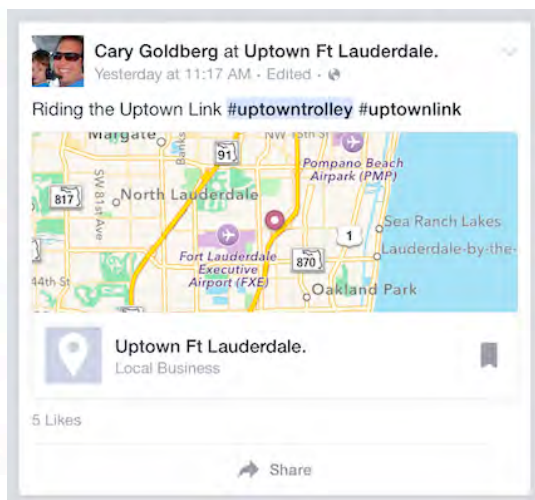
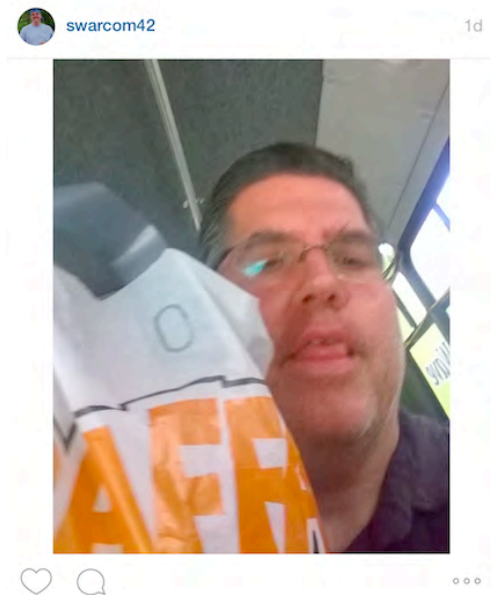


Example Uptown Tote Bag Design:





Examples of Online / Social Involvement:





Photos from Sun Trolley Uptown Link Kick Off Event:





Sun Trolley Uptown Link: Feel Good Friday Wrap Up Report

Client: Sun Trolley & Riverwalk Water Trolley

Sun Trolley Uptown Link: Feel Good Friday

Feel Good Friday was a monthly promotion occurring the last Friday of every month on the Sun Trolley Uptown Link. The objective was to engage passengers by promoting an event each month that was tied directly to the Sun Trolley Uptown Link. Feel Good Fridays including prize opportunities, free massages on the trolley and award winning comedians who helped alleviate stress and made you laugh before the holidays.

Feel Good Friday Spin to Win Promotion (September 2015)

Email Marketing:

- October 13, 2015 – Feel Good Friday Reminder (Uptown Link)
- October 29, 2015 – Trolley Tuesday & Feel Good Friday (Uptown Link)
- October 30, 2015 – Feel Good Friday Reminder (Uptown Link)

Social Media Marketing on Facebook & Twitter:

- September 21, 2015 – Feel Good Friday Push
- September 24, 2015 – Feel Good Friday Push
- September 25, 2015 – Feel Good Friday Same Day Push

On-Site Street Team

- Two members of the Sun Trolley team handed out fliers to local business and corporate offices on the route the week prior to the Feel Good Friday event.

Feel Good Friday Partnership with Zeel Massages (October 2015)

Email Marketing:

- October 13, 2015 – Feel Good Friday Reminder (Uptown Link)
- October 29, 2015 – Trolley Tuesday & Feel Good Friday (Uptown Link)
- October 30, 2015 – Feel Good Friday Reminder (Uptown Link)

**Social Media Marketing on Facebook & Twitter:**

- October 17, 2015 – Feel Good Friday Zeel Massage Push
- October 28, 2015 – Feel Good Friday Zeel Massage Push
- October 29, 2015 – Feel Good Friday Zeel Massage Push

On-Site Street Team:

- Two members of the Sun Trolley team handed out fliers to local business and corporate offices on the route the week prior to the Feel Good Friday event.

Website / Blog Post:

- October 22, 2015 – Hop on the Uptown Link for Feel Good Fridays

Feel Good Friday Partnership with Hoffman's Chocolates (November 2015)**Email Marketing:**

- November 16, 2015 – Trolley Tuesday & Feel Good Friday (Uptown Link)
- November 18, 2015 – Feel Good Friday Reminder (Uptown Link)
- November 20, 2015 – Feel Good Friday Reminder (Uptown Link)

Social Media Market on Facebook & Twitter:

- November 17, 2015 – Feel Good Friday Hoffman's Chocolates Push
- November 19, 2015 – Feel Good Friday Hoffman's Chocolates Push
- November 20, 2015 – Feel Good Friday Hoffman's Chocolates Push

On-Site Street Team

- Two members of the Sun Trolley team handed out fliers to local business and corporate offices on the route the week prior to the Feel Good Friday event.

Feel Good Friday Partnership with Award Winning Comedians (December 2015)**Email Marketing:**

- December 8, 2015 - Feel Good Friday (Uptown Link)
- December 10, 2015 – Feel Good Friday (Uptown Link)
- December 17, 2015 – Feel Good Friday (Uptown Link)
- December 18, 2015 – Feel Good Friday (Uptown Link)



Social Media Messages on Facebook & Twitter:

- December 9, 2015 – Feel Good Friday Comedy Push
- December 15, 2015 – Feel Good Friday Comedy Push
- December 17, 2015 – Feel Good Friday Comedy Push
- December 18, 2015 – Feel Good Friday Comedy Push

On-Site Street Team:

- Two members of the Sun Trolley team handed out fliers to local business and corporate offices on the route the week prior to the Feel Good Friday event.

Website / Blog Post:

- December 8, 2015 – Catch Award- Winning Comedians on the Sun Trolley Uptown Link

Sample Graphics:

Feel Good FRIDAYS
Sun Trolley

Feeling Tense?
Come Relax on Sun Trolley's Uptown Link!

WHEN
Friday, October 30, 2015
11:30 a.m. to 2:30 p.m.

WHAT
The Sun Trolley Uptown Link will be offering free neck massages to those riding the trolley.
The free massages are courtesy of Sun Trolley and Zeel Massage.

To learn more
visit bit.ly/uptownlink

zeel
Massage On Demand

For more information, visit www.suntrolley.com/uptown-link, or text TROLLEY to 42828 to stay updated on this route and other Uptown Link Events.

Questions? Call (954) TROLLEY

Are you LOVIN the Uptown Link?
Show it by posting a pic on Twitter and Instagram @suntrolley or using #uptownlink

Your Friday is About to Get Sweeter!
Join the Sun Trolley for **FEEL GOOD FRIDAY** featuring Hoffman's Chocolates

November 20, 2015 | 11 a.m. - 2 p.m.
Sun Trolley Uptown Link

Grab a friend, co-worker or fellow chocolate lover and join us on the Sun Trolley's Uptown Link for complimentary delicious chocolate covered oreos from Hoffman's Chocolates along with your free ride to lunch!

For more information about the Sun Trolley Uptown Link or to track the trolleys in real time, please visit www.suntrolley.com or call 954-TROLLEY.

Hoffman's Chocolates is a Florida tradition of legendary, hand-made chocolates for more than 40 years and was named one of "America's Best Chocolate Shops" by Bon Appetit magazine.



Sun Trolley Uptown Link Bring A Friend Wrap Up Report

Client: Sun Trolley & Riverwalk Water Trolley



Bring A Friend Objectives:

- i. Increase ridership by 20% by enticing existing passengers to bring their friends "new passengers" on the Trolley
- ii. Increase Sun Trolley & Uptown Link Awareness
- iii. Collect contact information from current passengers and new passengers who board the trolley
- iv. Encourage passengers to visit local businesses in the Uptown District

Sun Trolley Bring A Friend: How it Works:

The Sun Trolley Uptown Link in partnership with Xtreme Action Park, South Florida's largest indoor entertainment center, to encourage potential passengers of the Sun Trolley Uptown Link to use the trolley during lunchtime hours in order to win a prize package and a \$500 gift card. This promotion ran during the months of January 2016 and March 2016.



Sun Trolley Bring A Friend Participation Guidelines

1. Wave 'n' Ride the Sun Trolley's Uptown Link during the specified contest dates, 2016, and get a *Bring A Friend* card from the driver.
2. Invite your friends to join you on the Sun Trolley's Uptown Link, and receive a sticker from the driver for each new friend you bring.
3. Place each sticker you receive in the designated area on your *Bring A Friend* card.
4. Invite your friends to pick up their own *Bring A Friend* card for their chance to collect stickers and win.
5. Return all your completed *Bring A Friend* cards to the driver or mail them to Sun Trolley headquarters by the due date mentioned on the card.
6. Anyone who submits a completed *Bring A Friend* card will be entered for a chance to win \$500 and the *Play Day for Two Certificate* from Xtreme Action Park.

PROMOTIONS

Email Marketing:

Created newsletter list to alert riders in the area about the Sun Trolley Uptown Link ad the Bring A Friend Promotion.

Email addresses were collected through the Uptown Link Kick Off Promotions, through contests, social accounts and on the website. Email distributions also consisted of managers of businesses in the area.

The following newsletters were distributed to the Uptown Link with information about the Bring A Friend promotion.



Bring A Friend January Campaign

- **January 4, 2016** - Uptown Link Email Distribution
- **January 11, 2016** – Uptown Link Email Distribution
- **January 13, 2016** – Uptown Link Email Distribution
- **January 19, 2016** – Uptown Link Email Distribution
- **January 21, 2016** – Uptown Link Email Distribution

Bring A Friend April Campaign

- **March 30, 2016** – Uptown Link Email Distribution
- **April 18, 2016** – Uptown Link Email Distribution
- **April 25, 2016** – Uptown Link Email Distribution

Social Media Marketing on Facebook and Twitter:

Bring A Friend January Campaign: Social Messages on Facebook and Twitter

- December 28, 2015- Bring A Friend Promotion Announcement
- January 11, 2016 – Bring A Friend Promotion Push
- January 13, 2016 – Bring A Friend Promotion Push
- January 20, 2016 – Bring A Friend Last Chance Reminder
- January 21, 2016 – Bring A Friend Last Chance Reminder

Bring A Friend April Campaign: Social Messages on Facebook and Twitter

- March 31, 2016- Bring A Friend Round Two Promotion
- April 1, 2016 – Bring A Friend Campaign Launch
- April 13, 2016 – Bring A Friend Promotion Push
- April 13, 2016 – Bring A Friend Promotion Push
- April 18, 2016 – Bring A Friend Promotion Push
- April 26, 2016 – Bring A Friend Promotion Push
- April 29, 2016 – Social Posts – Bring A Friend - Last Day to Win Big



Sun Trolley Website Posts:

- **January 4, 2016:** Win \$500 on the Sun Trolley's Uptown Link in January!
- **March 1, 2016:** Grab Your Friends and take a ride on the Sun Trolley Uptown Link for a chance to win \$500 and a Play Day for Two Certificate to Xtreme Action Park!

Blog Posts:

- **January 4, 2016:** Win \$500 on the Sun Trolley's Uptown Link in January!
- **March 1, 2016:** Grab Your Friends and take a ride on the Sun Trolley Uptown Link for a chance to win \$500 and a Play Day for Two Certificate to Xtreme Action Park!

Hand To Hand Marketing:

- Two Sun Trolley Representatives went hand to hand to businesses and corporate offices along the Uptown Link Route distributing information about the contests as well as leaving Uptown Link Brochures. This style of marketing was done once per campaign.

Graphics:

The Bring A Friend Month card was printed on business card stock. Participants received a card and then a sticker for each time they brought a friend on board.



BRING A FRIEND MONTH!

Entry to win \$500 or a XtremeAction Park Play Day for 2 Pass



UPTOWN LINK

Skip the parking - Wave 'n' Ride! M - F: 10 a.m. to 3 p.m.

www.suntrolley.com | 954-TROLLEY |   

NAME: _____ EMAIL: _____

Collect a sticker from the driver for you and each new friend you bring on board!

Submit your card with your contact information to the trolley driver by January 29, 2016 to be entered for your chance to win.
Visit www.SunTrolley.com for full details.

