



**goDCgo**

powered by **d.**

**DC Circulator  
10<sup>th</sup> Anniversary Photo Challenge**

# Facebook Photo Contest

## #RidePlayWin



**10-Day Photo Challenge**

**December 1 - 10, 2015**

Dec 1: Ride	Dec 6: Explore
Dec 2: Play	Dec 7: Move
Dec 3: Eat	Dec 8: Discover
Dec 4: Love	Dec 9: Re-charge
Dec 5: Shop	Dec 10: Connect

**#RidePlayWin**

**10 YEARS**

facebook.com/dccirculator    dccirculator.com/RidePlayWin

# Campaign Goal:

Inspire current and potential riders to increase their use of the DC Circulator outside of the daily work commute.

\*According to 2014 DC Circulator ridership survey majority of riders reported using the bus to commute between their workplace and their residence.

# Objectives:

1. Increase awareness of Circulator and its city-wide access
2. Increase ridership during off-peak hours
3. Increase ridership among riders ages 24-35
4. Grow Facebook engagement by 5%

# Social Media Advertisements



- Facebook feed and twitter feed promoted advertisements
- Targeting key demographics in the Metro DC area.
- Ads ran 11/25 – 12/10



# In-Bus Rack Cards



#RidePlayWin

## 10 Day Photo Challenge

Play for your chance to win a  
DC Circulator Party Bus experience  
for you and 25 friends!

**December 1-10, 2015**

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circulator

That's right, we'll drive a  
DC Circulator bus to  
your location and have a  
pop-up party right on board!

## How to Play

### Step 1:

Like us on Facebook  
[facebook.com/dccirculator](https://facebook.com/dccirculator).

### Step 2:

Use #RidePlayWin to post  
photos on Facebook matching  
the daily themes.

### Step 3:

Share with all of your friends to  
earn the most likes for each  
daily submission.

Visit [dccirculator.com/RidePlayWin](http://dccirculator.com/RidePlayWin)  
for rules and entries.

Alcohol is prohibited on the bus.

f DC Circulator

t @dccirculator



# Pandora Radio Ads



Streaming radio advertisement reaching target demographics in DC area.  
Ads run 11/25 – 12/10



# Methodology

## #RidePlayWin

- Post photos to the Circulator Facebook page for a chance to win daily prizes.
- Ultimate goal is to win the grand prize, a 10-year anniversary party bus experience for the winner and up to 25 friends.





# Methodology

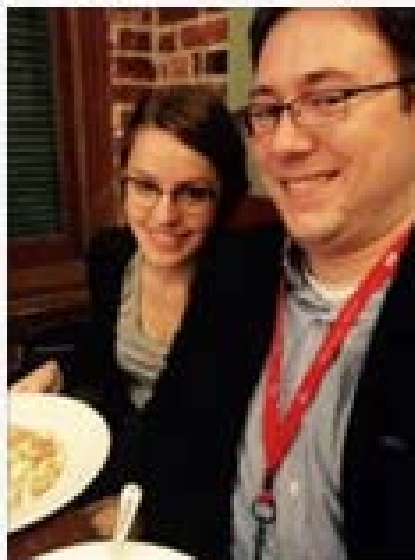


- Daily winner = the person whose photos received the most likes.
- Created “share factor”
- Contestants encouraged to share the contest and Circulator Facebook page with their networks, gaining exponential exposure for DC Circulator.

# Eat Winner



Peter Sacco We took the Circulator to dinner in Foggy Bottom...while rocking a Circulator lanyard! #EatPlayWin #RidePlayWin



Unlike · Reply · See Response ·  63 · December 3, 2015 at 7:10pm

 View previous replies



Melinda Contreras Lol! Good job! Don't think I'll surpass you at this point!

Unlike · Reply · See Response ·  3 · December 4, 2015 at 8:42am

# Play Winner



Michael Halpern The DC Circulator is a great way to get to and from a rainy day ultimate frisbee game! #RidePlayWin

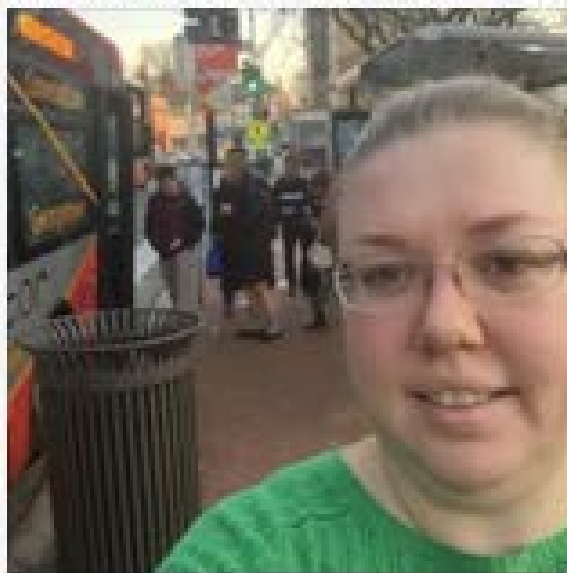


Unlike · Reply · See Response ·  38 · December 2, 2015 at 12:55pm

# Connect Winner



Amsley Pietranton Connecting with people on this fine day at the bus stop while waiting for the Circulator! #RidePlayWin



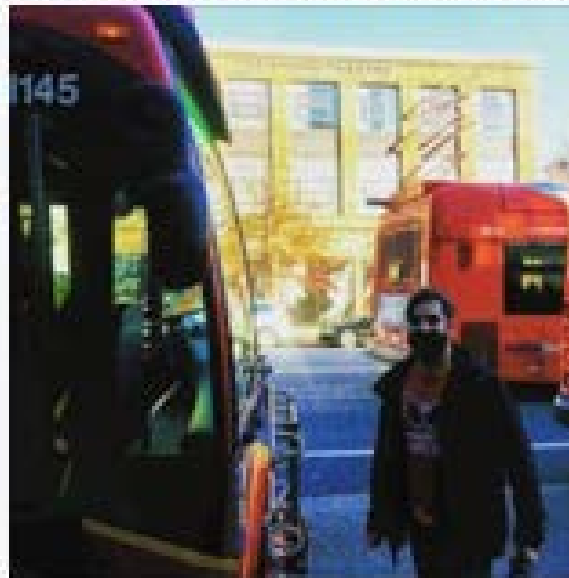
Unlike · Reply · Message ·  73 · December 10, 2015 at 5:23pm · Edited

 5 Replies

# Love Winner



Michael Halpern Stephen Young and I love Studio Theatre. That's why we are stoked to see the circulator pass right by! #rideplaywin



Unlike · Reply · See Response ·  49 · December 4, 2015 at 5:03pm · Edited

# Results:



- **32** entries with more than **300** entry “likes”
- Increased average engagement comparing month-over-month by **8%**
- **174** posts/comments to DC Circulator Facebook page
- Grew Facebook community by **8.5%**  
(**109** new Facebook likes during campaign)

# Prizes: 21 donations valued at \$2,867



# Grand Prize Winner

