

Purpose and Learning Objectives In this project students work as a team on a mock scenario as follows. Their team has been hired to develop a marketing campaign and materials for a new monorail transportation system in the Los Angeles area. The campaign and marketing materials include naming the monorail system, promoting the system through vivid language that will attract riders, developing supplemental materials for riders to see and read while waiting at monorail stations, and creating exhibits or displays that will attract people to ride the monorail system. Learning objectives for this activity are:

- Understanding basic marketing activities
- Developing visual presentation materials
- Preparing and conducting a presentation
- Collaborating as a group to complete a project

Estimated Time for Completion 4+ hours. Time for completion can be adjusted by adding more time for market research, developing marketing plan, marketing materials/exhibits, and preparing a presentation of the marketing plan/exhibits. Instructors can modify the project to go into each one of these tasks in more detail.

Resources/Supplies Required

- Computer with internet access, video player software application and speakers, presentation software and graphic design software (optional)

Instructions Project options: This project made be instructor-led or conducted by students, independently or working in a group. If this project is assigned as a group project, students can be asked to assume different roles such as marketing manager, market researcher, graphic designer, etc.

It is recommended that students complete the Design Los Angeles Monorial System Routes activity ([Design Los Angeles Monorail System Routes](#) on the youth site) before conducting this activity.

Provide the following to students as an introduction to this activity: *Your team has been hired to develop a marketing campaign and materials for a new monorail transportation system in Los Angeles, California. The campaign and marketing materials will include: a name for the monorail system, a paragraph that promotes the monorail through vivid language that will attract riders, materials for riders to read while waiting at monorail stations, any music or sounds that will be playing in stations while waiting for the monorail to arrive or while riding, and exhibits or displays that will attract people to ride.*

1. Ask students to go to the [Transportation Youth Academy](#) website and click on the [Marketing the Los Angeles Monorail System link](#).
2. Introduce how LA Metro changed the way people think about public transportation in Los Angeles by having students watch the video, **LA Metro: Promoting Mass Transit**. As they watch the video, instruct students to take notes on all the methods LA Metro used to market transit ridership and learn from how the Chief Communications Officer for LA Metro put together a group, known as Creative Services, with the goal of making “public transportation cool”.
3. Introduce students to more transportation marketing information and resources by using links to videos, websites, and examples of transportation marketing tips, resources, and materials provided below. Instruct students to watch the videos, review the materials, conduct marketing research of their own. Also, instruct students to watch the **SMT Rail Greenest Smart Mass Transit on the planet video** located on the youth site located within the [Design Los Angeles Monorail System Routes](#) activity. Instruct students to familiarize themselves with how a monorail system works, it’s key features, and more. Instruct students to—as they watch the videos and review research materials--to:
 - a. Make a list of descriptive words that are being used.
 - b. Write down ideas they think are creative or would be popular with potential riders of

- c. Write down what you think may be some compelling reasons for people to use the monorail system?
 - d. Keep all your notes because they will be using them to develop the marketing materials.
4. Ask students to compare their notes from step 2 and 3 with your classmates/team. Afterwards, instruct them to circle the works, ideas, reasons, etc. that you think are the most important to use in the marketing campaign and materials.
 5. Remind students that the goal for this project is to encourage and excite people to use the monorail system, keeping with LA Metro's goal to make transportation cool.
 6. Then instruct students to come up with a name for the monorail system.
 7. Next, ask students to develop a catchy sentence that would encourage people to use the monorail system. There are several examples in the materials below and the videos students have watched—consider pointing them to a couple examples to get them started. Instruct students that the catchy sentence will become the “theme” of their marketing campaign.
 8. Next, instruct students to write a paragraph that describes the monorail system using strong, descriptive, and vivid words and that also builds on the theme from step #7.
 9. Lastly, instruct students to create materials (posters, exhibits, displays, sounds, etc.) for riders to enjoy while arriving at the monorail station and waiting for the monorail to arrive and depart. Several examples are shown in the **LA Metro: Promoting Mass Transit** video and are also provided in the materials/resources below.
 10. Ask students to review and evaluate their marketing materials using the following assessment. If there are any areas where they do not think they score high, ask students to consider making changes so the score is higher. Their goal should be to score 90 or higher. You may want to use this same assessment to grade the project or develop your own scoring assessment.

Monorail Marketing Campaign Self-Assessment

0 2 4 6 8 10	You select a unique name for the monorail system.
0 2 4 6 8 10	You develop a catchy sentence that would encourage people to use of the system and that is used as a theme for the marketing campaign.
0 2 4 6 8 10	You write a descriptive paragraph that describes the monorail system using vivid language.
0 2 4 6 8 10	Your descriptive paragraph describes the monorail in a manner that will attract customers and is free from spelling and grammar errors.
0 2 4 6 8 10	You create marketing materials to attract customers to the monorail. Your materials use rich, descriptive language that paints a mental picture of the experience the monorail provides.
0 2 4 6 8 10	You create supplemental materials (posters, exhibits, displays, sounds, etc.) for your customers to enjoy while arriving at the monorail station and waiting for the monorail to arrive and depart. These materials are directly related to the theme or your ride and the supply chain.
0 2 4 6 8 10	You create appropriate ambience materials to allow your customers to feel like they are part of a “cool”

0	2	4	6	8	10	transportation system.
0	2	4	6	8	10	All of your materials are free from spelling and grammar errors.
0	2	4	6	8	10	Your materials are neat, easy to read, and demonstrate an appropriate level of effort and creativity.
0	2	4	6	8	10	Each member of your group contributes equally to the final product.
TOTAL:						/100 points

Online Resources:

- [The Benefits of Public Transportation. https://www.youtube.com/watch?v=mS-YXJuafx0](https://www.youtube.com/watch?v=mS-YXJuafx0). In this video, interesting facts about the U.S. public transportation are provided and reasons why transportation systems positively shape the communities we live in.
- [Why Should You Be a Voice For Public Transit? https://www.youtube.com/watch?v=srNk_lc4cvY](https://www.youtube.com/watch?v=srNk_lc4cvY) In this video, compelling reasons for using public transit are discussed.
- [An Epic Commercial From Denmark Makes Riding The Bus Look Awesome http://www.businessinsider.com/midtrafik-commercial-makes-the-bus-cool-2012-9](http://www.businessinsider.com/midtrafik-commercial-makes-the-bus-cool-2012-9) This video is an example of a creative advertising campaign that increased ridership in Denmark.
- [SEWT Meet Chuck. https://www.youtube.com/watch?v=xxnIJmsF0a8](https://www.youtube.com/watch?v=xxnIJmsF0a8) Southeast Wisconsin Transit Systems video promoting the benefits of riding transportation.
- [Guerrilla Marketing in Transit http://sparksheet.com/gherrilla-marketing-in-transit/](http://sparksheet.com/gherrilla-marketing-in-transit/) This article, and embedded video, provides examples of how marketing campaigns target people in public and transient spaces, including train stations. Capturing the consumer's attention at a moment when they aren't looking to grab their is fundamental to the campaign's success.
- [Transit Agencies Need to Invest in Marketing: A Lesson from Los Angeles http://thecityfix.com/blog/transit-agencies-need-to-invest-in-marketing-a-lesson-from-los-angeles/](http://thecityfix.com/blog/transit-agencies-need-to-invest-in-marketing-a-lesson-from-los-angeles/). This article shows how LA Metro markets its products and services to increase ridership, thus reducing traffic, cleaning the air, and making people's commutes in this auto-clogged city a bit less stressful.
- [50 Ways of Introducing New Transit Systems http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_50-b.pdf](http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_50-b.pdf) This document provides 50 of ways transportation agencies across the U.S. introduced/ marketed their new transit systems.
- [From Here to There http://www.wrirosscities.org/sites/default/files/From-Here-to-There-EMBARQ.pdf](http://www.wrirosscities.org/sites/default/files/From-Here-to-There-EMBARQ.pdf) A creative guide for creating marketing campaigns that make public transportation the way to go.
- [Where Public Transportation Goes, Community Grows http://www.publictransportation.org/Pages/default.aspx](http://www.publictransportation.org/Pages/default.aspx) The purpose of this website is to promote public transportation. There are resources here that are useful for marketing ridership and the benefits of public transportation including:
 - On the Transit Benefits page, [Grows Communities](#) information is provided on how communities grow when public transportation is thriving and [Public Transit Lifestyle](#) has information on how public transportation is a part of the growing American multi-modal American lifestyle.
 - **Click on the [InfoGraphics](#) link to get interesting transportation facts, presented in a vivid graphic.**

- On the Resources page, there is useful information and examples of current and past [Events & Campaigns](#). And by clicking on [Transit Facts](#) you will discover some quick facts about public transportation.
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