



THE WILLIAMS AGENCY

Creating Marketing Solutions That Make a Difference

Case Studies

*144-A Mount Auburn Street
Cambridge, MA 02138*



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Case Study 1: Express Yourself

Public Awareness Program



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Express Yourself Public Awareness Campaign

Client	City of Cambridge, Community Development Department
Campaign Goal	Reduce volume of automobile traffic on city streets by promoting alternatives to driving
Communication Challenge	Promote alternative, environmentally responsible transportation alternatives to driving to counter the automobile industry's message that driving is fun and liberating. Create maximum impact within a very tight creative and media budget.
Approach	Use an emotional (versus rational) approach to selling alternative transportation. Make walking, biking, and public transportation appear fun and hip, while recognizing that never driving is not realistic.
Target Audience	Drivers, both Cambridge residents and commuters of all demographics



Express Yourself Public Awareness Campaign

Methodology

1. Conducted extensive interviews with client to determine goals, challenges, expectations, and logistics.
 2. Held focus groups with different demographic groups to determine attitudes regarding driving and reactions to alternative campaign directions. Focus group results:
 - did not like “smart”
 - preferred photos that were recognizably Cambridge
 - liked the concept of “Express,” implies speed
 - preferred to see a range of ethnic groups portrayed
 - considered parking biggest hassle
 - preferred casually dressed subjects
 3. Created the brand Express Yourself to convey speed, convenience, and transportation.
 4. Recruited celebrities and art directed photography.
 5. Created look and feel of the campaign.
 6. Coordinated production of all campaign elements.
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Express Yourself Public Awareness Campaign

Brand Identity

Express Yourself is memorable and alludes to speed and transportation. Tagline localizes the issue and asks the audience to try transportation alternatives “sometimes.” Logo illustrates the desired behavior. Tilted square conveys movement. Italic typography reinforces movement. Overall look is contemporary, clean, and dynamic.



Express Yourself

Cambridge...sometimes there's a better way to go.





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Express Yourself Public Awareness Campaign

Photography

The photographs were the emotional core of the campaign. They convey the unique character of each personality. The distinctive, dynamic style sets the tone for the campaign.



Julia Child, Cookbook Author



Harvey Cox, Harvard Professor



Florence Ladd, Author



Robert Parker, Author



Jimmy Tingle, Comedian



Wanetta Jackson, Jazz Singer



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Express Yourself Public Awareness Campaign

Billboards

Billboards were the most important and visible element of the campaign. Six billboards were strategically located on major thoroughfares such as Massachusetts Avenue and Main Street.





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Express Yourself Public Awareness Campaign

Bus Signage

Signage on electric buses created a highly visible presence on major bus routes throughout the city





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Express Yourself Public Awareness Campaign

Taxi Signage

Taxi signage was targeted at drivers in traffic.





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Express Yourself Public Awareness Campaign

Posters

Posters were distributed to employers and retail stores

**"I bike for 3 reasons: saves gas,
burns fat, free parking!!"
– Jimmy Tingle, Humorist**

Express Yourself
Cambridge...sometimes there's a better way to go.

Brought to you by the City of Cambridge, www.ci.cambridge.ma.us
Prepared in cooperation with Massachusetts Highway Department and the U.S. Department of Transportation, Federal Highway Administration.



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Express Yourself Public Awareness Campaign

Postcard

Postcards were distributed to restaurant locations through the GoCard program





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Express Yourself Public Awareness Campaign

Business Brochure Brochures promoting the principles of Transportation Demand Management were targeted at employers





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Case Study 2: EZ Ride

Brand Identity Program



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EZRide Brand Identity Program

Client	Charles River Transportation Management Association
Campaign Goal	Raise awareness of a new shuttle service between North Station and Kendall Square/Cambridgeport
Communication Challenge	A previous shuttle service serving the same route was not successful because of a lack of awareness
Approach	Create a memorable name and branding to differentiate the service from the numerous other shuttle services in the community
Target Audience	Commuters to Kendall Square, MIT students, and the general public



EZRide Brand Identity Program

Methodology

1. Conducted extensive interviews with client to determine goals, challenges, expectations, and logistics.
 2. Created four alternative names/branding approaches to convey different value promises:
 - OneHop: one seat ride from North Station
 - EZRide: simple, hassle free and calming
 - JumpStart: a jolt of energy in the morning
 - Zipper: speed
 3. Held focus groups with potential shuttle riders. Presented four names and branding concepts for evaluation.
The results:
 - The group preferred the EZRide concept. They liked the idea that this service will make their commute easier.
 - The group preferred a solid blue bus over warm colors such as red or yellow. White was considered too similar to other shuttles.
 - The group responded very positively to a simplified route map on the bus.
 4. Implemented the brand on the bus, printed schedule, and signage.
 5. Coordinated production of bus graphics, schedule, and signage.
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EZRide
Brand Identity Program

Brand Identity

All of the brand components reinforce the idea that the service is easy to use and comfortable. The combination of the typography and wave graphic expresses the connection over the Charles River.





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EZRide Brand Identity Program

Bus Graphics

Bus graphics are the most important and visible element of the brand. The distinctive color scheme and graphics differentiate the bus from other shuttles.





EZRide Brand Identity Program

Printed Schedule

The printed schedule serves as both a marketing and informational tool.

Why drive when you can catch an EZRide?

- Enjoy comfortable, convenient travel between North Station and Cambridge
- Make a direct connection between the commuter rail and your office, neighborhood, or the T
- Free yourself from parking hassles

Where does EZRide run?
 Between North Station, Lechmere, Kendall/MIT and Cambridgeport, with stops at major points along the way

When does EZRide run?
 Buses leave North Station every 15 minutes, from
 • 6:30 A.M. - 10:30 A.M.
 • 3:15 P.M. - 8:30 P.M.
 Catch the shuttle at designated stops at 15-minute intervals

What does EZRide cost?
 Less than it costs to drive! It's only \$1 a ride, with discounts available for seniors, students, and persons with disabilities. And you can ride for FREE if your employer is an EZRide sponsor. (To find out if you qualify, call 617-8EZINFO.)

Who can use EZRide?
 EZRide is open to the public, so anyone can use it for convenient travel between North Station and Cambridge. All vehicles are fully accessible to riders with disabilities.



Schedule and Map



The Direct Connection



North Station Lechmere Kendall/MIT Cambridgeport

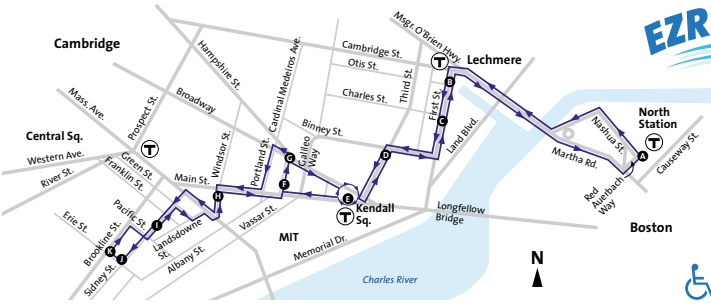
Up-to-date schedule information is available online or by phone:
www.ezride.info
 617-8EZINFO

EZRide is managed by:
 Charles River Transportation Management Association
 8 Cambridge Center
 Cambridge, MA 02142

Vehicles owned and operated by M & L Transit Systems



EZRide is a joint project of Cambridge businesses, Charles River TMA, and the City of Cambridge. Funding is provided in part by the Massachusetts Highway Department, the US Department of Transportation, Federal Highway Administration, and the Boston Metropolitan Planning Organization.



EZRide Cambridge - North Station

www.ezride.info 617-8EZINFO

Fare Information

- \$1.00** - Regular Fare
- 50¢** - Children 5-11 with adult
- Students with ID*
- Senior Citizen 65+ with ID†
- Person with Disabilities‡

Free

- Sponsor Sticker*
- MIT ID
- Children under 5

* MBTA Student Badge
 † MBTA Transportation Access Pass or Massachusetts Commission for the Blind ID Card
 ‡ Sponsor Sticker available from participating businesses

Outbound: Read Down				EZRide Schedule				Inbound: Read Up					
Morning Departure Times		Evening Departure Times		Service Operates Monday - Friday ¹				Morning Departure Times		Evening Departure Times			
First	Frequency*	Last	First	Stop (Location)				First	Frequency*	Last	First	Frequency*	Last
6:30 AM	→ every 15 min.	→ 10:15 AM	3:30 PM	→ every 15 min.	→ 7:30 PM	North Station (Red Auerbach Way)	Arives 15 minutes after Stop E*	6:30 AM	→ every 15 min.	→ 10:15 AM	3:30 PM	→ every 15 min.	→ 8:00 PM
				7 minutes after Stop A*		Lechmere (First Street at Otis Street)	6 minutes after Stop E*						
				8 minutes after Stop A*		First Street (First Street at Charles Street)	5 minutes after Stop E*						
				10 minutes after Stop A*		Third Street (Third Street at Binney Street)	3 minutes after Stop E*						
6:45 AM	→ every 15 min.	→ 9:45 AM	3:15 PM	→ every 15 min.	→ 7:45 PM	Kendall Square (Main Street at MBTA Outbound)	9 minutes after Stop K*						
				2 minutes after Stop E*		Technology Square (Building 200)	8 minutes after Stop K*						
				3 minutes after Stop E*		Broadway (Broadway and Hampshire Street)	6 minutes after Stop K*						
				6 minutes after Stop E*		Windsor Street (Windsor Street and Main Street)	2 minutes after Stop K*						
				10 minutes after Stop E*		University Park (75 Sidney Street)	1 minute after Stop K*						
				Arrives 12 minutes after Stop E*		Fl. Washington Research Pl. (Erie Street at Sidney Street)							
				Inbound Stop Only		Cambridgeport (Brookline Street at Erie Street)							

* Approximate Departure Times - please arrive 1 to 2 minutes early
 † Except holidays



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EZRide
Brand Identity Program

Signage

The brand is integrated into standard bus stop signs





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EZRide Brand Identity Program

Result

Ridership in the first month exceeded the client's goals by a factor of four.
