



Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.2000 Tel
metro.net

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To: Board of Directors
Through: Phillip A. Washington *PAW*
Chief Executive Officer
From: Pauletta Tonilas *P.T.*
Chief Communications Officer
Subject: "Metro Manners" Etiquette Campaign Selected as
2018 APTA AdWheel Grand Award Winner

Issue

Metro's Marketing Department launched the Metro Manners etiquette campaign in Fall 2017, to bring awareness to Metro's Customer Code of Conduct and expectations of rider behavior while riding on the bus and rail system. The campaign featured three videos, printed posters and social media promotion as well as special pop-up events. The goal was to educate and remind our riders that they play a crucial role in creating a safe and pleasant riding experience.

On June 5, Metro was notified that our Metro Manners campaign had been selected as a Grand Award winner in APTA's 2018 AdWheel Awards competition in the Best Marketing and Communications Educational Effort category for transit systems with over 20 million annual trips.

Discussion

The Metro Manners campaign is developed in the popular Japanese animation style known as "anime", and features Super Kind, a pop star super hero who battles a monster named Rude Dude who blatantly violates Metro's etiquette rules. Super Kind saves the day by calling on her super powers to teach Rude Dude a lesson in transit courtesy.

Metro Manners takes a unique, light-hearted approach in the agency's ongoing efforts to educate riders about the most pervasive etiquette problems on Metro's transit system. The first phase of the campaign focused on the top three etiquette problems: seat-hogging, blocking aisles and eating and drinking while riding. The campaign features Super Kind, a pop star super hero who battles a monster named Rude Dude who blatantly violates etiquette rules on Metro. Super Kind saves the day by calling on her super powers to teach Rude Dude a lesson in transit etiquette.

Since the campaign launch last Fall, Metro Manners has garnered five million global views. It also made headlines in local, national and international news outlets like [CBS Los Angeles](#), [Los Angeles Magazine](#), [AdWeek](#) and the UK Daily Mail, to name a few. This is the second straight year Metro has been honored with a Grand Award. Last year Metro won a Grand Award for Best Comprehensive Campaign to Highlight Transit Needs/Funding for our Measure M Public Education Program.

Next Steps

APTA will present Metro with our Grand Award at the AdWheel Awards ceremony at the APTA Annual Meeting in Nashville on September 24.

And Metro Manners 2.0 is in the works. Due to the high number of online views and favorable response to the campaign, Metro Communications is finalizing the next round of Metro Manners videos and ads, which will launch this summer. The next phase of the campaign will tackle three more top etiquette issues across our system: vendors on the system, loud music and not allowing riders to exit.

The Winning Campaign



Coming Up Next...

