

Creative Brief

by Andrew Engram

Date:

February 5th, 2014

Project:

Rebranding the MTA New York City Subway

Background:

The New York City Transit Authority operates the public transportation in New York City. It is the largest part of the Metropolitan Transit Authority which is the largest regional public transportation provider in the Western Hemisphere and it's branding reaches over 7 Million Passengers on average day. The MTA also services The Long Island Rail Road, Metro-North Railroad, Regional Bus Operations (MTA Bus & New York City Bus) , and the Staten Island Railway. Within recent years, the company has started to embrace more eco friendly energy solution including minor editions of solar technology.

Audience:

The primary audience will be middle-income men and women between the ages of 17 and 45 (daily commuters, tourists, students, office workers, parents, restaurant and club goers) Marketing will target those who frequently use or will the subways systems of New York City as well as tourists who plan to visit New York City.

Objectives:

- To update the look and feel of the branding of the MTA.
- Integrate current technology trends to give customers a better experience visually and practically.

Message:

The MTA is the best travel solution and better experience in New York City.

The MTA goes along with the true NYC experience.

It is Safe, affordable, and has made changes to become the most reliable source of transportation in the city.

Medium:

There will be Print ads, revamped logos, stationary, train/bus interior design. interactive digital displays, community involvement to increase brand awareness in a positive light, and possibly some gorilla advertising.

Anything else:

Acknowledge the historical branding of the MTA while updating the look.

Deadline:

This project will be completed by May 2014.

