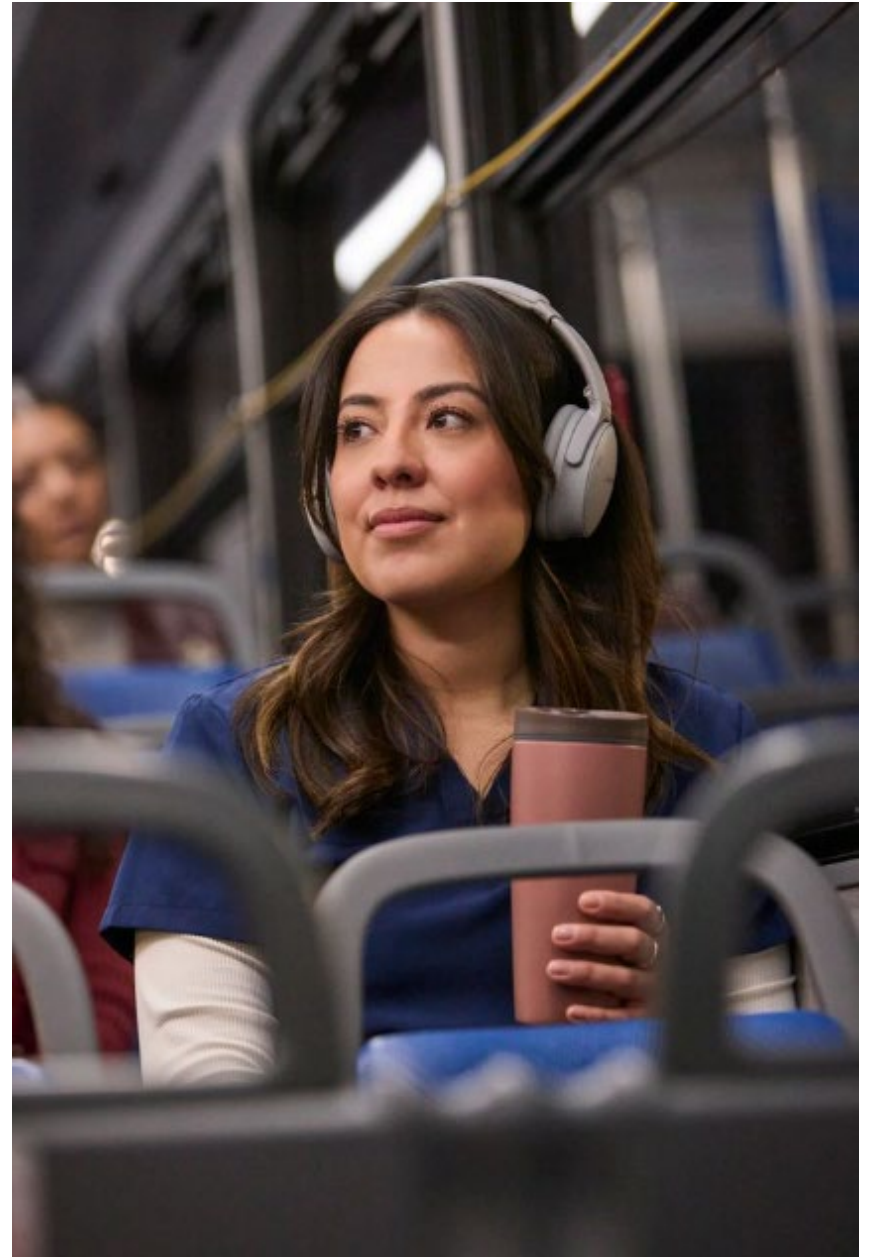


# Annual Ridership Campaign

## We Move You





# Media Buy

## Audio

- KSL Traffic & Weather Network
- iHeart Radio

## Out Of Home

- Airport
- Reagan Billboards

## Digital

- KSL.com
- Google Paid Search
- Social — Reddit, Snapchat, Nextdoor, Meta
- CTV



# Organic Promotion

## Blog post

- Launched February 20

## Social media themes

- April: Purpose
- May: Memories
- June: Independence

## Partner collabs

- Salt Lake Arts & Culture
- Sports partners
- Influencer



# We Move Purpose



# We Move Memories



# We Move Independence



# Questions?

