

ACTIVE TRANSPORT

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Insight:

Young workers feel stressed, alienated, and burned out due to their work life.

Idea:

Use walking and comedy to combat that.





Walking Workers Bus

~Experiential Explanation~



A collaboration with the NZ Comedy Festival that provides workers with a new commute to work. The Walking Workers Bus will start from major bus and train stations around the city centre and will walk a designated route through business-populated areas, allowing you to feel refreshed and energised for the work day ahead. Each morning route will be hosted by one of the many talented comedians from the NZ Comedy Festival to help lead the group and provide entertainment during the walk.



~Experiential Explanation Continued~



The Workers Walking bus will last from the 5th to the 23rd of May, the same length as the New Zealand Comedy Festival. Each route will be from a walkable distance from one business-populated area to another.

The routes will be,

- Britomart to Parnell each way
- Newmarket to Parnell each way
- Ponsonby to Britomart each way

1st Execution - LinkedIn Social Post

The image shows the LinkedIn homepage interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and a Premium offer. Below the navigation bar, a promoted post from 'Auckland Transport' is displayed. The post features a black and white illustration of a city skyline with several buildings and a prominent tower. Overlaid on the skyline are several small, rounded rectangular frames containing the faces of different people, some smiling and some looking at phones. The text in the post reads: 'Auckland Transport Promoted Do you want laughter? Fun? A fresh mind when walking into the office in the morning? We can't provide that, but we know who can...'. Below the illustration, the text 'Go for a joyride' and 'Join the Walking Workers Bus' is visible. At the bottom of the post, it says 'Hosted by comedians from the NZ Comedy Festival' and includes logos for 'AT' and '2024 NZ INT'L COMEDY FEST BEST FEELS'. At the very bottom of the LinkedIn page, there are buttons for 'Like', 'Comment', 'Repost', and 'Send'.

Auckland Transport
Promoted

Do you want laughter? Fun? A fresh mind when walking into the office in the morning? We can't provide that, but we know who can...

Go for a joyride
Join the Walking Workers Bus

Hosted by comedians from the NZ Comedy Festival

AT 2024 NZ INT'L COMEDY FEST BEST FEELS

Learn more

Like Comment Repost Send

MOBIUS INSTITUTE Promoted ...

Mobius Institute AUS

Training and Accredited Certification

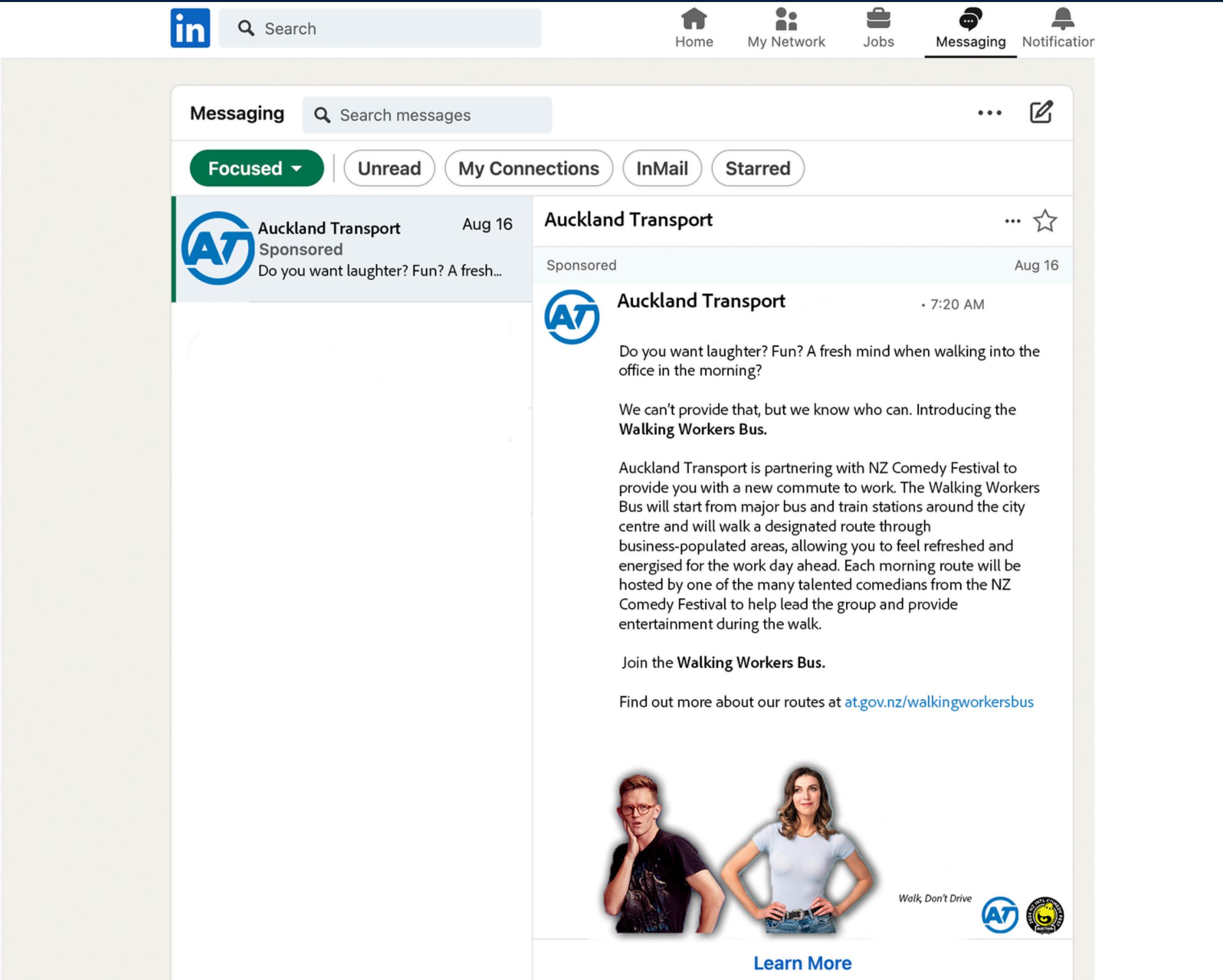
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This execution will be a promoted post on LinkedIn. This is so it reaches the target demographic (young professionals) on a channel they use for work purposes.

2nd Execution - LinkedIn sponsored messaging



The screenshot shows the LinkedIn messaging interface. At the top, there are navigation links: Home, My Network, Jobs, **Messaging**, and Notifications. Below this, the messaging inbox is displayed with a search bar labeled "Search messages". The inbox has several tabs: **Focused** (highlighted in green), Unread, My Connections, InMail, and Starred. A sponsored message from "Auckland Transport" is visible, dated Aug 16. The message is titled "Do you want laughter? Fun? A fresh...". It features the AT logo and a promotional text about the Walking Workers Bus. The message is timestamped at 7:20 AM. At the bottom of the message, there's a call to action to "Join the Walking Workers Bus" and a link to "at.gov.nz/walkingworkersbus". Below the message, there are two small profile pictures of comedians and the text "Walk, Don't Drive".

By having the campaign promoted straight into LinkedIn users' inboxes, they are more likely to read the message, seeing as private messages would be their career communication on LinkedIn

3rd Execution - Bus Shelter Advertising, Britomart Station



Bus stop branding will be used in high traffic stops to promote the walking bus plan. This is so people reconsider their choices whilst waiting for the bus.

4th Execution - Bus Shelter Advertising, Ponsonby

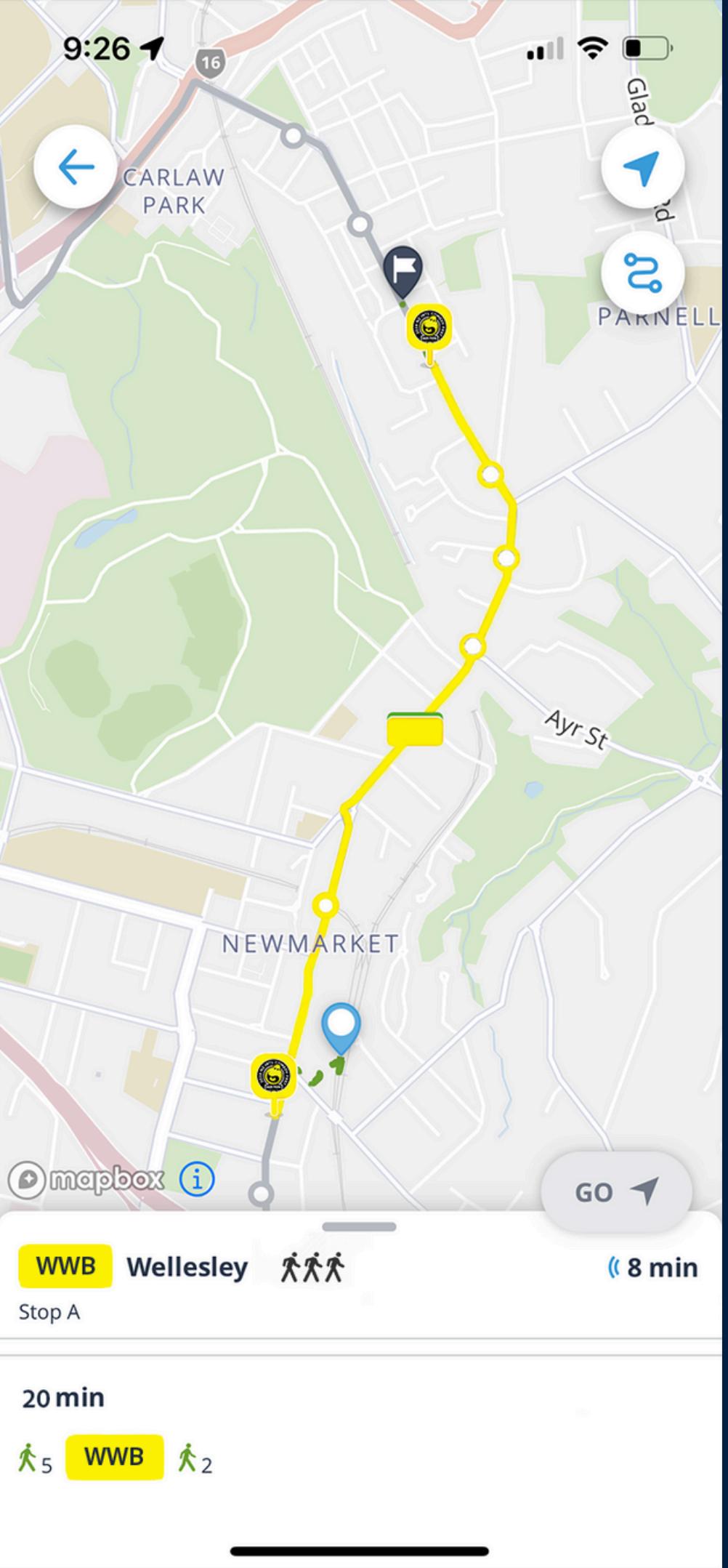


4th Execution - Bus Shelter Advertising, Newmarket





The bus schedules will also advertise the Walking Workers Bus, showing walking symbols as well as the NZ Comedy Festival logo.



The Walking Workers Bus will also be shown on the AT app, where you'll be able to plan your trip and see how close the routes are to your workplace



Thank You

