

CASE STUDY: VENTRA

Three public transit agencies. One new payment method. Millions of customers transitioned.

Chicago Transit Authority (CTA), Pace Suburban Bus and Metra Commuter Rail, in partnership with Cubic Transportation Systems, launched the innovative open-fare payment system in 2013. Using contactless technology, riders can now simply tap their card or phone to board trains and buses. At the time, this new technology changed the daily routine of more than 4 million ethnically and demographically diverse commuters.

Our Solution

All three agencies turned to Grisko to brand the new system, roll it out across all platforms and manage communications needs for system launch, transition, post-launch and beyond. Throughout the transition, Grisko quickly adapted to the evolving needs of the riders and created timely and effective communications strategies and targeted campaigns throughout all phases. These campaigns blanketed the city with attention-grabbing, educational information, utilizing multiple channels including TV, radio, print, digital, in-system buses and trains, out of home and community outreach. Grisko also developed and still manages Ventra's social media channels to provide an educational outlet and trusted customer service platform for riders.

Grisko remains the agency of record for Ventra and continues to support the brand as it debuts new features and functionality, such as the Ventra App which was the first-ever transit payment app of its kind in the nation and allowed customers to have a complete transit experience on their smartphone. And, as the first Ventra Cards issued at launch began to expire, Grisko developed an education and awareness campaign that informed riders of the changes and how to replace their Cards, as well as a brand refresh and transit-only 2.0 Ventra Card.

The Impact

Grisko's launch efforts helped move the entire Chicagoland region to Ventra — achieving a 70 percent adoption rate in the first four months alone. Grisko's "3D" campaign promoted the Ventra App by showcasing how the 3D real world elements of your transit experience now exist on your smartphone. More than 2 million app downloads were achieved in less than two years. Finally, the Ventra 2.0 expiration transition went smoothly and was well received by the media.



Branding



Website Design



Social Media



Multi-Channel Campaigns



Media Relations



Community Outreach

