

## Advertising ideas

Many people who could be interested rent in the corridor south of Oakland and take BART to work. An excellent way to reach them is with advertising on BART using posters in stations and cards in the trains. Once, I envisioned a series of about a dozen advertisements, one per week, but the venue, BART, turned out to be too expensive. The way BART advertising is set up now makes it too expensive, and the turnover of signs is too slow for what I thought I might do. Sixty BART interior car cards cost \$4,500 per month. A station platform poster costs \$250 per month per poster. At most, HAPA might afford a single car card with a small stack of tear-off cards.

The campaign would have used advertising posters on BART. The posters would have a consistent design creating an image. Each would have the same content at top and bottom, with a middle block of changing text.

First set of posters would deal one each with global warming and other goals, presenting the benefits of car-free housing in an entertaining way. Early posters might say you can help but you might have to make a sacrifice. Then the “sacrifice” poster would actually cover the benefits. Other posters would explain why benefits are possible.

One or two ads would reveal the rent-savings and details of the site plan and floor plans; one or two would give examples of how people would get around. See other files for sample posters.

These posters would lead up to an invitation to interested persons take an on-line survey and to register on a list of interested parties on the web site, if interested. Researchers could pass out business reply post cards to people exiting key stations that interested people could fill out. Or a stack cards could mounted on the poster.

A semi-final poster might feature some supportive respondent who allow their name, photo, current city of residence and brief quote to be used on a long list that would be public. The quote might say “It would work for us,” featuring four different people and types of interest. People could suggest their own quote.

A final poster might have a report on the research.

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Ad concepts.

Change your carprint → footprint

Quarter page thematic frame, changing content

Walkability: WALK a **BIL** i ty, the quality of a local neighborhood for walking. e.g., Bayview Village

Separation Anxiety: How far away from your car can you sleep? no one has their car actually in their bedroom, but many have their car in an attached garage, the car's bedroom. Many others have parking almost as close by. How far away could you park before you would be anxious? Kick the carbon habit? BV!

## *Bayview Village*

### Get Global Warming?

- heat-absorbing gases are increasing
- temperatures are rising
- most ice caps and glaciers are melting
- ocean levels are rising
- spring is earlier, fall later, winter shorter
- plants and animals moving poleward and to higher elevations; crops are endangered
- disease vectors are moving poleward
- more precipitation more extreme weather
- forest fires are increasing

You've got global warming, but do you get it? Some people are ready to make a life style choice — even live without a car in Hayward.



# *Bayview Village*

## Energy! Using less, having more?

Would you consider a life style change to reduce your fossil fuel energy consumption by 70 percent?

- Live with an easy walk to transit, cafe, restaurant.
- Rapid bus to Hayward BART and Cal State Hayward.
- Ecopass– ride rapid bus for free.
- Energy efficient buildings save on gas, electrical bills.
- Save on car ownership–walk, bus, car rental, car share, taxi vouchers, guaranteed ride home may work for you.

Save money on x, have more for y.

