

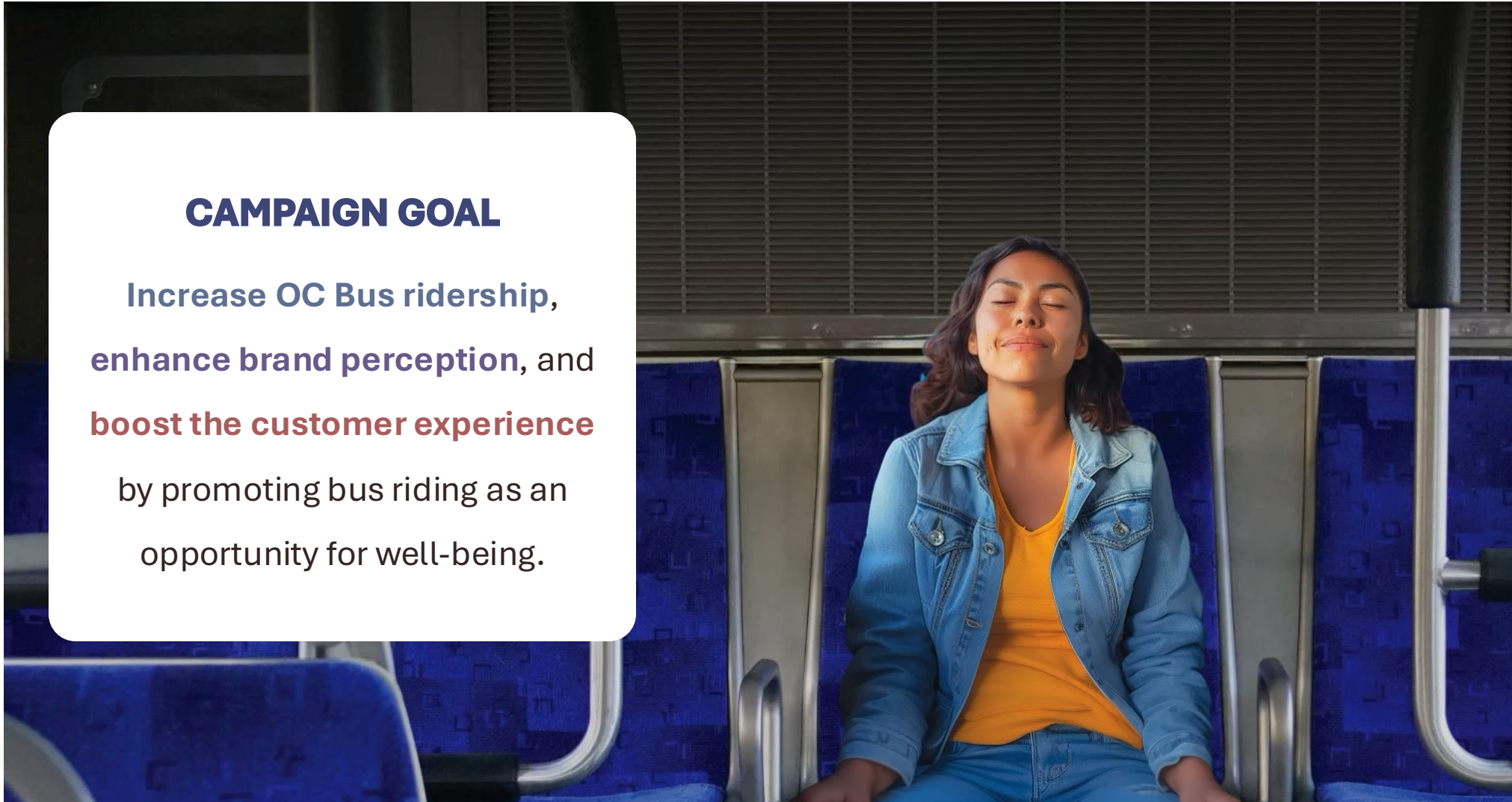


OC Bus Marketing Updates

OC Bus: Your Route to Well-Being

CAMPAIGN GOAL

Increase OC Bus ridership, enhance brand perception, and **boost the customer experience** by promoting bus riding as an opportunity for well-being.

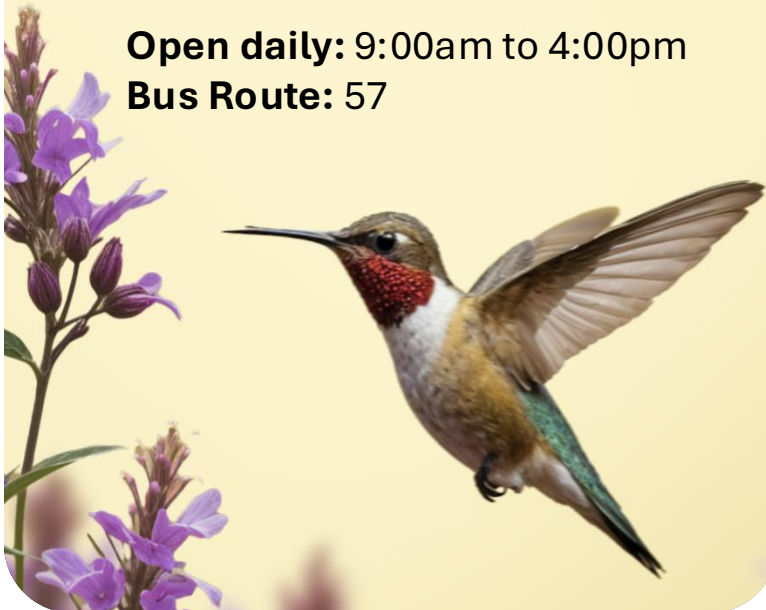


OC Bus: Travel to Tranquility

CAL STATE FULLERTON Fullerton Arboretum and Botanical Garden

Relax and stroll through this urban oasis with 4,000 plants and trees on 26 lush acres.

Open daily: 9:00am to 4:00pm
Bus Route: 57



SANTA ANA El Salvador Park Community Garden

Gather, learn, and connect with nature through educational activities like improving soil, growing food.

Open daily: Hours vary
Bus Routes: 64, 150



OC Bus: Enhanced through Partnerships



Happiness & Gratitude



Journaling



Meditation



Stress Reduction



Mindfulness



Healthiest Self



Learning



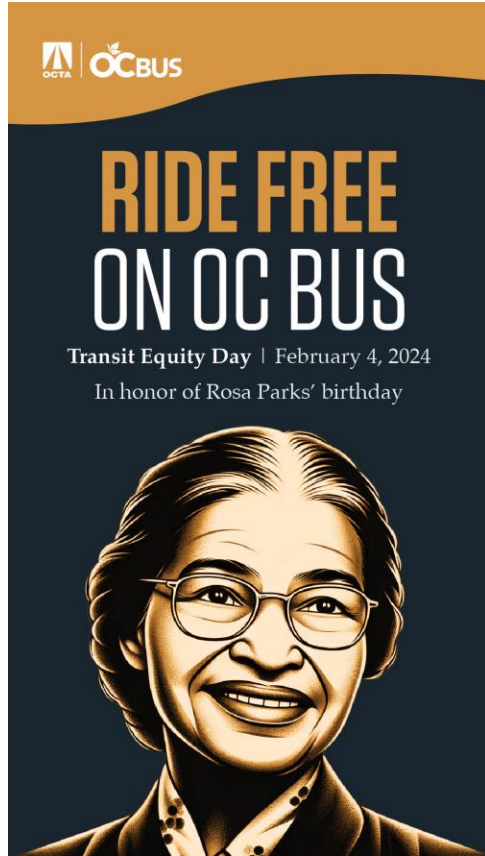
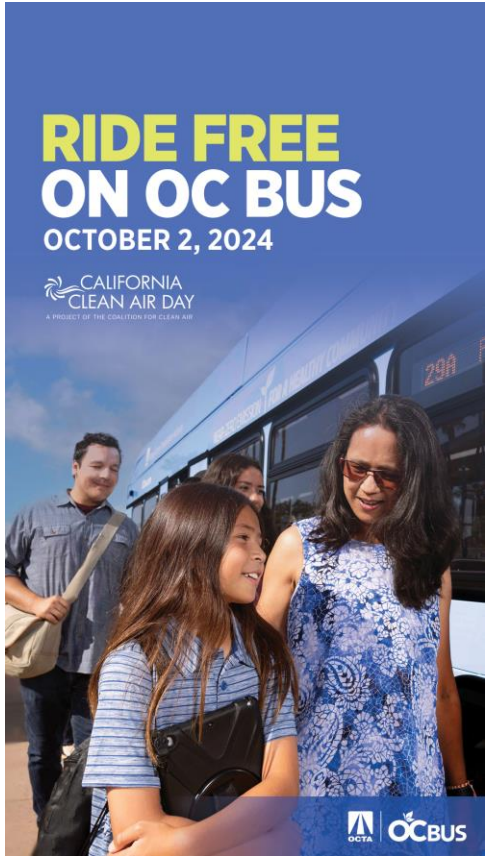
Support for Parents

**GIVE YOUR
BRAIN
A BREAK**

RIDE OCBUS |  **OCTA**



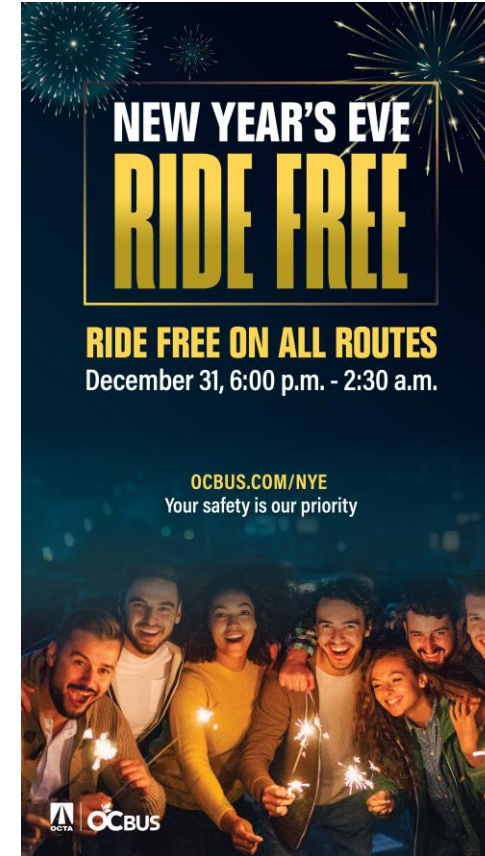
OC Bus Marketing: 2024 Free Ride Days



COMPLETED



UPCOMING



OC Bus Marketing: Final Campaigns of 2024

OCTA | OCBUS

SAVE 40%

CHOICE CHOICE CHOICE CHOICE PASS PASS PASS

OCTA | OCBUS

A woman in a black top and white pants stands in front of a yellow and orange background.

OCTA | OCBUS

Ride Free.* Save Big.
Community College Students
Ride OC Bus Everywhere!

Download the app to start riding!

OCTA | OCBUS

A young woman with glasses and a backpack holds a smartphone, standing in front of a purple background with educational icons.

YOUTH RIDE FREE

Parenting Win
Free OC Bus Rides for Your Kids!

OCTA | OCBUS

A man and a young boy are smiling together on a tennis court. The background is blue and yellow.

RIDESHARE WEEK
OCT 7-11
HAPPY COMMUTING! 2024

BUS • VANPOOL • METROLINK • BIKE • CARPOOL

PLEDGE FOR A CHANCE TO WIN

OCTA

OCTA.net/rideshareweek

A collage of diverse cartoon avatars is shown against an orange background.

OC Bus Marketing: 2025 Look Ahead

**YOUR
ROUTE TO
WELL-BEING**

RIDE **OCBUS** | OCTA

This advertisement features a man in a blue shirt, sunglasses, and a hat, carrying a backpack, standing next to a white bus. The background is a vibrant scene with purple flowers, butterflies, and a large orange sun. The text 'YOUR ROUTE TO WELL-BEING' is prominently displayed in yellow. At the bottom, the 'RIDE OCBUS | OCTA' logo is visible.

OCTA | **OCBUS**

**YOUR
ROUTE TO
EDUCATION**

OCTA | **OCBUS**

This advertisement shows a young woman with a backpack holding a notebook, standing against a red background with various educational icons like a globe, microscope, and letters. The text 'YOUR ROUTE TO EDUCATION' is in white. The 'OCTA | OCBUS' logo is at the top and bottom.

**RIDE
OC FAIR EXPRESS
DIRECT TO
THE FAIR!**

OCTA | **OCBUS**

This advertisement features a photo of a young couple walking hand-in-hand at a fair. Below the photo is the 'OC Fair Express' logo with a bus icon. The text 'RIDE OC FAIR EXPRESS DIRECT TO THE FAIR!' is in white and orange. The 'OCTA | OCBUS' logo is at the bottom.

WAVE

OCTA

**INTRODUCING
WAVE CARD**

OCTA | **OCBUS**

This advertisement shows a hand holding a blue 'WAVE' card with the OCTA logo and a barcode. The background includes a photo of a blue OC Bus. The text 'INTRODUCING WAVE CARD' is in white. The 'OCTA | OCBUS' logo is at the bottom.



Thank You.