



FOR IMMEDIATE RELEASE

Effective, Lasting Relief From Commuter Fatigue

MINNEAPOLIS (October 3, 2011) – Clarity Coverdale Fury, a Minneapolis-based digital and advertising agency released a new campaign for Metro Transit, as well as a sweepstakes encouraging use of the Go-To Card. The campaign is aimed to demonstrate how Metro Transit is the “Cure for the Common Commute.”

“Cure for the Common Commute”

Have you experienced side effects of commuter fatigue? Let’s be honest, most people have expressed their driving frustration through hand gestures, once or twice, or mumbled about how no one in this state knows how to yield. Taken twice daily, Metro Transit can help you instantly soothe and relieve compulsive checkmyphonia, prevent gas pains or even alleviate cranky pants commuter syndrome, also known as CPCS.

The “Cure” campaign includes two radio spots and skyway ads that will launch on September 26 with bus kings, tails, fronts, bus interior cards and kiosk posters following on October 3.

Part of this campaign focuses specifically on the Northstar Commuter Rail Line, which incorporates Northstar train iconography in poster and digital billboards that post on October 10, with weather-triggered radio beginning after the first measureable snowfall. The goal is to increase ridership and motivate commuters to ride the Northstar line during bad weather conditions to provide a safe trip.

“Go-To Card Sweepstakes”

Your ticket to ride is now your ticket to win. Metro Transit’s fall promotion encourages bus riders to switch to and use their Go-To Card. For the month of October, people who register a Go-To Card or add \$20 to their current card will be entered into weekly drawings for a chance to win a Kindle or \$30 added to their Go-To Card. The fall promotion includes bus interior cards and flyers sent to retail locations and transit stores. The Metro Transit website also hosted some changes, adding a mobile page and a promotional button.

According to CCF Executive Creative Director, Jac Coverdale, “All the pharmaceutical advertising we see so much of now is classic problem/solution. We figured that by parodying this genre, we could position Metro Transit as the cure for the hassles of commuting in your car—bumper-to-bumper traffic, high gas prices, parking costs and arriving at your destination stressed out. And, make it pretty funny.”

About Clarity Coverdale Fury

Clarity Coverdale Fury specializes in helping brands make an emotional connection with customers through digital marketing, brand development, advertising, promotions and public relations. They consistently produce results often doubling or tripling a brand’s historical performance. Their tools include brilliant strategic thinking and world-class creativity. Clarity Coverdale Fury is perhaps best known for creating the global launch of

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120 S. 6th St. Suite 1300
Minneapolis, MN 55402
claritycoverdalefury.com



Belvedere Vodka which shot from \$0 – \$1 billion in sales in just nine years. Current brands in the agency's portfolio include: ClearWay Minnesota, Medtronic, International Dairy Queen, Purina Mills and Red Gold Tomatoes among others. Information on Clarity Coverdale Fury can be located on www.claritycoverdalefury.com.

About Metro Transit

Metro Transit, a division of the Metropolitan Council, is the transportation resource for the Twin Cities, offering an integrated network of buses, light-rail and commuter trains as well as resources for those who carpool, vanpool, walk or bike. It is working to add a light-rail line between downtown Minneapolis and downtown St. Paul as well as developing enhanced express bus service throughout the region. Metro Transit is one of the country's largest transit systems and provided 78 million bus and train rides last year. Each weekday customers board Metro Transit buses and trains an average of 250,000 times.

Credits

Client: Metro Transit
Agency: Clarity Coverdale Fury
Executive Creative Director/Art Director: Jac Coverdale
Creative Director/Writer: Michael Atkinson
Group Brand Supervisor: Rob Rankin
Agency Producer: Lynda Crotty
Production: Babble-On Recording Studios
Illustration: Fuse Animation

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