

The BEST Venue for Your Next Promotion:

Washington State Ferries presented by Trans4media

Sampling • Couponing • Product Demonstration • Entertainment

Reach the Right Audience: interact with thousands of daily commuters AND tourists

At the Right Place: indoor and outdoor locations to suit your event footprint and any weather conditions

The Seattle Ferry Terminal, for example, is a busy transit center located right downtown. At the heart of the busy waterfront and steps away from the business district, your event will be attended by ferry passengers AND city foot traffic.

Whether outside on the upper deck or inside the comfort of terminal, your event will be a hit!

We offer many more locations throughout the Puget Sound. **Give us a call and let's plan your next, epic promotion today!**

www.ferrymedia.com



Critical Mass

- 23 million riders annually; we reach a critical mass and we are able to do this in a way that allows your clients to interact with them in a controlled environment.
- System wide **average HHI of over \$88,000 with a 146 index** against the overall Seattle MSA
- Very **high levels of education- 53%** of our audience with a **college degree or higher** and an index of **147** to the Seattle MSA

Backed by **auditable demographic and lifestyle data**



Success Stories

Client: Hawaii Tourism

T4M helped Hawaii Tourism to create impactful advertising environments onboard the ferries and at the main terminal. To compliment, we developed an interactive experience through entertainment and a fresh lei giveaway at the terminal during rush hour. Hawaii tourism was also able to provide concierge support onboard the vessels in order to directly interact with ferry customers.

The Results: Travel to Hawaii increased as a direct result of the WSF promotional campaign, repeated with 2nd campaign in January 2010. Brand awareness increased for individual islands along with associated benefits.

Client: Keurig Coffee

Trans4Media assisted Keurig Coffee with their Consumer Brand Activation Awareness program by setting up sampling and coupon distribution during high traffic periods. This, coupled with a 4-week high-impact advertising flight, created a powerful campaign.

The Results: Keurig handed out over 4000 samples on key dates and considered the effort to be extremely productive.



Commuters at the Seattle Ferry terminal are greeted with Hawaiian Leis and treated to some tradition Hawaiian music on a Friday afternoon.



Ferry Passengers at the Bremerton Terminal enjoy a free cup of coffee and product demonstration during the morning commute.

“TRANS4MEDIA HELPED US EXECUTE A STELLAR SAMPLING EFFORT THAT WENT OFF FLAWLESSLY AS WE ACHIEVED ALL OF OUR BRANDING GOALS”

-BRETT ZACCARDI, CEO STREET ATTACK, BOSTON, MA

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