San Francisco Office of Economic and Workforce Development

LATE NIGHT TRANSPORTATION MARKETING CAMPAIGN
LOGO & BRAND
Proposed Final Logo

AllNighter

AllNighter

AllNighter
GENERAL ADVERTISING
AllNighter

YOUR RIDE WHEN PRICES SURGE

12:00AM-5:00AM
20+ BUS ROUTES

Serving San Francisco, the East Bay and Peninsula

PLAN YOUR TRIP
ALLNIGHTER.511.ORG
AllNighter

YOUR RIDE AFTER A LATE SHIFT

12:00AM-5:00AM

20+ BUS ROUTES

Serving San Francisco, the East Bay and Peninsula

PLAN YOUR TRIP
ALLNIGHTER.511.ORG
AllNighter

YOUR RIDE WHEN PRICES SURGE

12:00AM-5:00AM
20+ BUS ROUTES
Serving San Francisco, the East Bay and Peninsula

PLAN YOUR TRIP
ALLNIGHTER.511.ORG
TRANSIT AGENCY ADVERTISING - EXAMPLES
AllNighter

YOUR RIDE TO THE EARLY SHIFT

Featuring the new Muni owls 44, 48

12:00AM-5:00AM
20+ BUS ROUTES

Serving San Francisco, the East Bay and Peninsula

PLAN YOUR RIDE
ALLNIGHTER.511.ORG
AllNighter

YOUR RIDE TO THE EARLY SHIFT

12:00AM-5:00AM
20+ BUS ROUTES
Serving San Francisco, the East Bay and Peninsula

DOWNTOWN SAN FRANCISCO

PLAN YOUR RIDE
ALLNIGHTER.511.ORG
AllNighter

YOUR RIDE AFTER A NIGHT OUT

12:00AM-5:00AM
20+ BUS ROUTES
Serving San Francisco, the East Bay and Peninsula

TRANSBAY TERMINAL

PLAN YOUR RIDE
ALLNIGHTER.511.ORG
AllNighter

YOUR RIDE AFTER LAST CALL

12:00AM-5:00AM
20+ BUS ROUTES

Serving San Francisco, the East Bay and Peninsula

DOWNTOWN OAKLAND

800

PLAN YOUR RIDE

ALLNIGHTER.511.ORG
LATE NIGHT TRANSIT SERVICE MAP
Serving San Francisco, the East Bay and Peninsula
12:00AM-5:00AM
20+ BUS ROUTES

Downtown San Francisco

Golden Gate Transit offers limited-night and early morning service.
For schedule information dial 511 or visit transbay.org. Para obtener más información llame a 511 o visite transbay.org.
511.org Assets
Plan Your Trip
Use our trip planner to map out your ride. Routes with coordinated, regional/interagency timed transfers are marked with an asterisk (*) in the route list below.

See the Routes
Download the All Nighter system map (PDF file). Routes with coordinated, regional/interagency timed transfers are marked with an asterisk (*) in the route list below.

Safety Tips
Download the 511 Trip Planner App. Routes with coordinated, regional/interagency timed transfers are marked with an asterisk (*) in the route list below.
OVERALL ROLL OUT STRATEGY

Goals:

- To raise awareness
- To make information easier to access online and offline
- To create an engaging campaign concept and multilingual materials
- To measure the impact to inform future efforts
OVERALL ROLL OUT STRATEGY

Communications Channels:
- Print Collateral
- Digital and Social Assets
- Partner Toolkit (all print and digital assets)
- Advertising (print and social)
- Non-traditional
- Media (paid and earned)
LAUNCH EVENT PROPOSAL

One Night of Free Late Night/Early Morning Service

- Grassroots, low-tech educational event
- Incentivize with raffle, lottery or prize giveaway
- Viral spread of messages via text and social campaign
- Get attention with event signage
- Engage local artists and Musicians
- Leverage earned media
HOW YOU CAN HELP

- In-kind support with advertising space
- In-kind support with print production
- Feature LNT campaign in your publications
- Feature LNT campaign via your social channels
THANK YOU