

Local Works: Amtrak



The Client

Amtrak offers a more comfortable and convenient travel experience with free Wi-Fi on most trains, plenty of leg room and no middle seat. Amtrak operates more than 300 trains daily, connecting more than 500 destinations in 46 states, the District of Columbia and three Canadian Provinces, and reaches 400 additional destinations via connecting bus routes.

Objective

Reach affluent travelers along the Northeast corridor to promote Amtrak as the best way to get them to their destination.

Solution

Multi-channel media campaign including geo-targeted ads, an in-book advertorial, digital advertising and an online sweepstakes contest. All campaign components were managed and executed internally.

Print ads were viewed as successful components for building exposure, while the digital assets drive significant traffic and delivered opted-in leads.

Geography

Providence, RI; Boston, MA; New York, NY; Philadelphia, PA; Washington, DC; Baltimore, MD

Recommended Media

Architectural Digest, Bon Appétit, Condé Nast Traveler, The New Yorker

