

The Transit Advertising Playbook

Helping Australian businesses grow through transit advertising



EGUIDE

GoTransit: The Transit Advertising Playbook

GoTransit Media Group

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Understand how transit advertising can **work for you**

This guide explains how transit advertising can help you reach more customers, build your brand and maximise your marketing investment. We'll show you exactly how it works and how to get started.



Read on to learn how to:



Build brand awareness



Maximise your marketing budget



Reach more local customers



Drive more enquiries and sales



Stand out from the competition



Strengthen your marketing campaigns

The power of brand awareness

Attention is one of the most valuable assets a brand can earn. Every day, consumers are exposed to thousands of marketing messages, making it harder than ever to stand out and stay top of mind.

That's why more businesses are investing in a mix of marketing channels. Transit advertising isn't designed to replace your digital or traditional marketing. It's designed to strengthen it. By keeping your brand visible where people live, work and travel, transit reinforces every other marketing investment you make.



5%

Only 5% of potential buyers are actively in-market at any given time. The other 95% are future customers, making consistent brand awareness essential.

82%

82% of Australians leave home every day, creating daily opportunities for brands to be seen where people live, work and travel.

23%

Consistent brand presentation can increase revenue by up to 23%. Consistency helps build recognition, trust and long-term growth.

96%

96% of visitors to your website aren't ready to buy. Building awareness keeps your brand top of mind until they're ready to take action.



“ We're seeing more and more brands using transit advertising to gain visibility. It's a format that reaches nearly everyone in their daily routines, making it incredibly impactful. ”

Ashleigh Koltermann
General Sales Director - Direct



Why transit advertising is the **ideal solution**

Always-on visibility



Unlike short-term campaigns that come and go, transit advertising keeps your brand visible every day. It creates ongoing exposure that reinforces your marketing and helps your business stay top of mind.

Hyper-local targeting



Target the suburbs, cities or regions that matter most to your business. Whether you're promoting a local store, event or service, transit advertising helps you build a strong presence within your community.

Impossible to ignore



Your brand becomes part of the everyday journey. Unlike many digital ads, transit advertising can't be skipped, blocked or scrolled past, giving your message the opportunity to be seen again and again.

A smarter investment



Transit advertising offers an efficient way to maximise your media investment, delivering broad reach, repeated exposure and a lower CPM than many traditional and digital channels. From a single vehicle to a nationwide network, your campaign can scale with your goals.

Reach customers where it matters



Transit advertising reaches thousands of people as they go about their daily routines. Whether your goal is broad market awareness or targeting a specific community, transit connects your brand with the right audience.





Transit is the **#1 most recalled** out-of-home advertising format

71% of commuters have taken action in response to transit advertising

Transit also amplifies the performance of your broader media mix, helping your existing channels work even harder.

Television



TV + OOH achieve stronger results, delivering an **18% lift in ROI**

Radio



Campaigns combining Radio + OOH have seen a **19% uplift in performance**

Digital



Online + OOH working together creates a **40% increase in searches**

Retail



Campaigns combining in-store and external OOH deliver **2x the ROI**

Real-world results

Background

Local businesses and organisations are increasingly using transit advertising to grow their impact. Adding transit ads to your marketing campaign makes your brand easier to remember and gets more customers to react. Check out GoTransit's case study for an example of the 'transit boost' in action.

Overview

The Leaf Collective is an initiative to encourage Canberrans to clean up leaf litter that pollutes local lakes. In 2023, GoTransit partnered with The Leaf Collective to provide bus advertising in Lake Tuggeranong. We conducted a six-week study to understand the effectiveness of adding bus advertising to their marketing mix.

1.85X higher campaign recall

Adding transit advertising to a campaign can increase recall by 1.85x

40% of people search online after seeing OOH

4 in 10 people who notice Out of Home advertising go online to learn more about the advertising brand

Summary

GoTransit's survey demonstrated that bus advertising significantly drives awareness, interest, and actions taken, making it a secret weapon for boosting campaign effectiveness.

127% of people search online after seeing OOH

Adding transit advertising led to a 127% increase in customer actions compared with campaigns that didn't include transit

Results are based on a market analysis comparing engagement and behaviours in Lake Tuggeranong (market that added bus advertising) vs. Yerrabi Ponds (market that ran Leaf Collective's standard marketing).





Finding the right solution for your business

“ Every business is different, which is why every campaign starts with a conversation. We'll take the time to understand your goals and recommend the right solution for your budget. ”

Kirrily Hirst
Director of Sales, GoTransit Media Group

Bus & taxi formats



Full Wrap



Megaside



Full Back



Showcase



Mini Superside



Triple Portrait



Twin Portrait



Portrait



Maxi Taxi Wrap



Taxi Sedan Wrap

“Business owners get really excited when they see the creative possibilities for transit. We can go big and bold with a **full wrap ad** that really grabs attention.”

Brooke Hindmarsh
Marketing Lead, GoTransit Media Group

Premium formats

Gold Coast Light Rail Full Wrap



Gold Coast Light Rail Triple Wrap



Newcastle Light Rail Triple Wrap



Newcastle Light Rail Full Wrap



Melbourne SkyBus



Hobart SkyBus



Gold Coast Double Decker



Sydney Big Bus



How to get started

Getting started is easier than you think

Before choosing locations, formats or budgets, take a few minutes to answer these six simple questions. They'll help you clarify what success looks like and give your media planner everything they need to recommend the right campaign for your business.

Step 1. Define your campaign goals

Who do I want to reach?

Think about your ideal customer. Where do they live, work or travel?
What age group are they?



What do I want them to do?

Choose one clear action. Visit your website, visit your store, make an enquiry or buy your product.



What's my key message?

Keep it simple. If someone only sees your ad for a few seconds, what's the one thing you want them to remember? If you're not sure, our in-house creative team can help you develop a message that captures attention and drives results.



What's my budget?

Decide how much you'd like to invest. Your budget helps determine the best formats, locations and campaign duration.



When do I want to advertise?

Think about your ideal launch date and how long you'd like your campaign to run. We can have campaigns live in as little as two weeks.



How will I measure success?

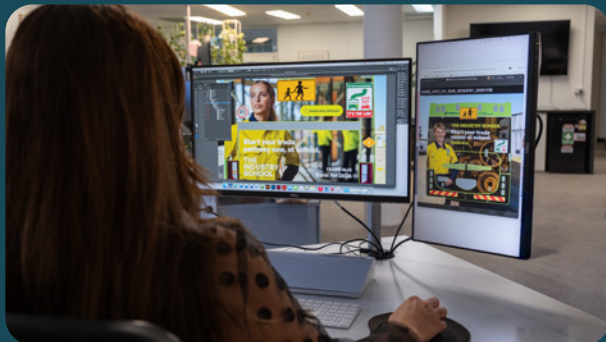
Decide what success looks like. This could be more enquiries, website visits, sales, bookings or increased brand awareness.



Step 2. Bring your campaign to life

01 15-minute discovery call

Meet with one of our Sales Directors to discuss your business, campaign goals, target audience and budget. We'll uncover opportunities and answer any questions before building your recommendation.



03 Creative development

Our in-house creative team will design artwork that captures attention and follows best practice for transit advertising, ensuring your message stands out.



05 Campaign reporting

As your campaign runs, we'll provide reporting and insights so you can understand your campaign's reach and measure its success.



02 Campaign strategy

Based on your brief, we'll develop a tailored campaign strategy, recommending the right transit formats, locations and schedule to help achieve your goals.



04 Production & installation

Once approved, we'll print your artwork and professionally install it across your chosen transit network, ensuring everything is ready to go on schedule.



Testimonials

“Thank you to GoTransit for making the advertising process so easy. We were thrilled with the results of our bus and tram advertising and the creative process. The final artwork looked fantastic and helped to really draw attention to our campaign!

Our Sales Director, John Kelly, was very helpful and responsive and was genuinely interested in our campaign goals.”

Anna Fitzgerald

Communications Manager, Breast Cancer Trials



“I have had the pleasure of working with GoTransit Media Group for our advertising campaigns. The team made everything so easy, with a no-fuss approach that was both professional and simple to understand. Their advertising on buses is an effective and innovative way to reach our audience and will continue to be a part of our advertising strategy going forward. I highly recommend GoTransit for exceptional service and excellent results.”

Justin Forbes

Finance Operations Manager, Cash Converters TAS



“Partnering with GoTransit has been a game changer for our brand. Their extensive network and prominent advertising opportunities have provided us with exceptional exposure and visibility. Their support has been instrumental in driving awareness and excitement around our launches.”

Bryce Perron

Managing Director, CPAP Direct QLD



“Andy and the team at GoTransit are a dream to work with. They not only provide exceptional customer service but are responsive, agile and exible. They are also comfortable working at pace, which perfectly suits our business needs. Their systems make the process easy and ensure we are updated at every step of the campaign.”

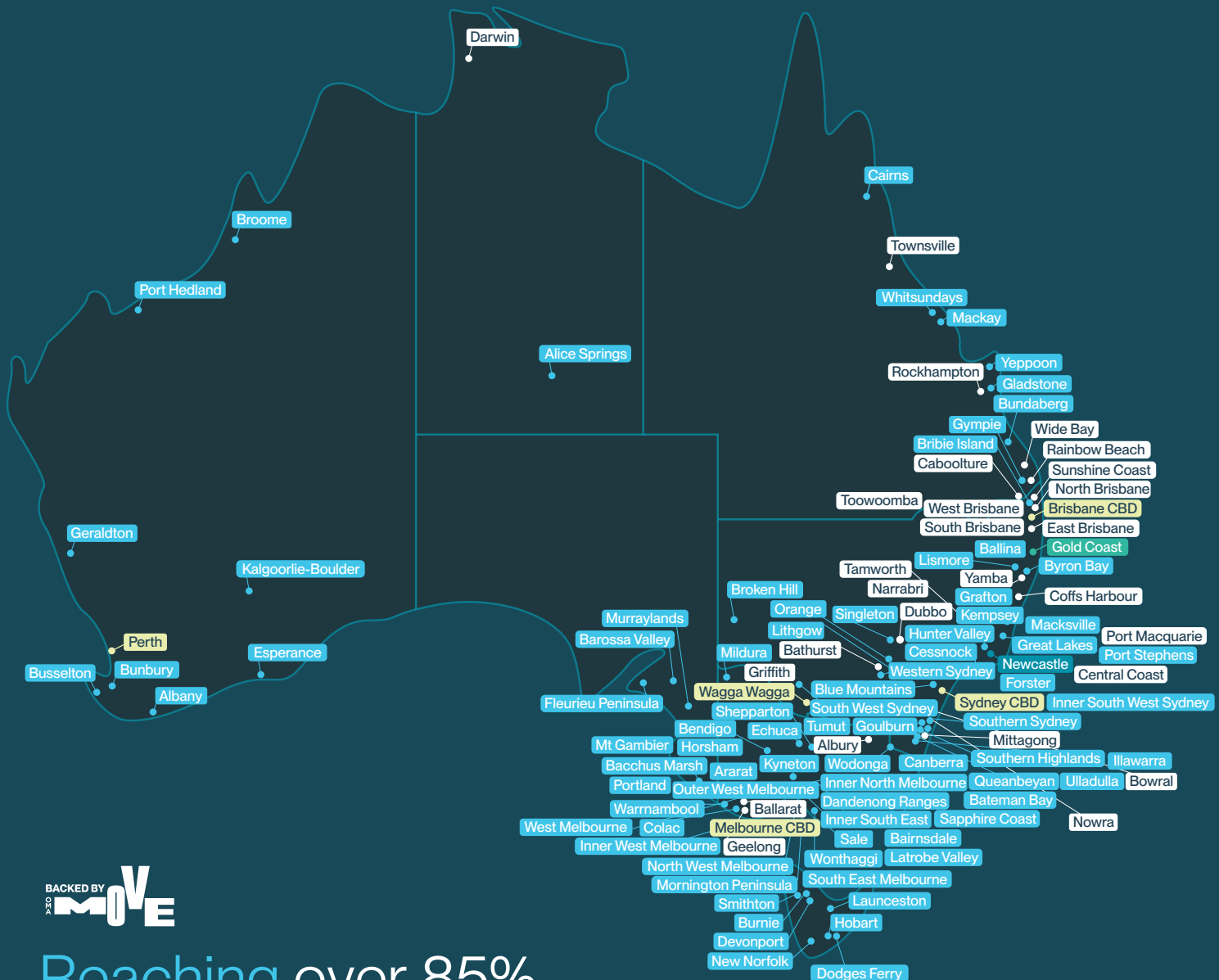
Donna Gordon

Marketing Director, ARN



Australia-wide network

Key

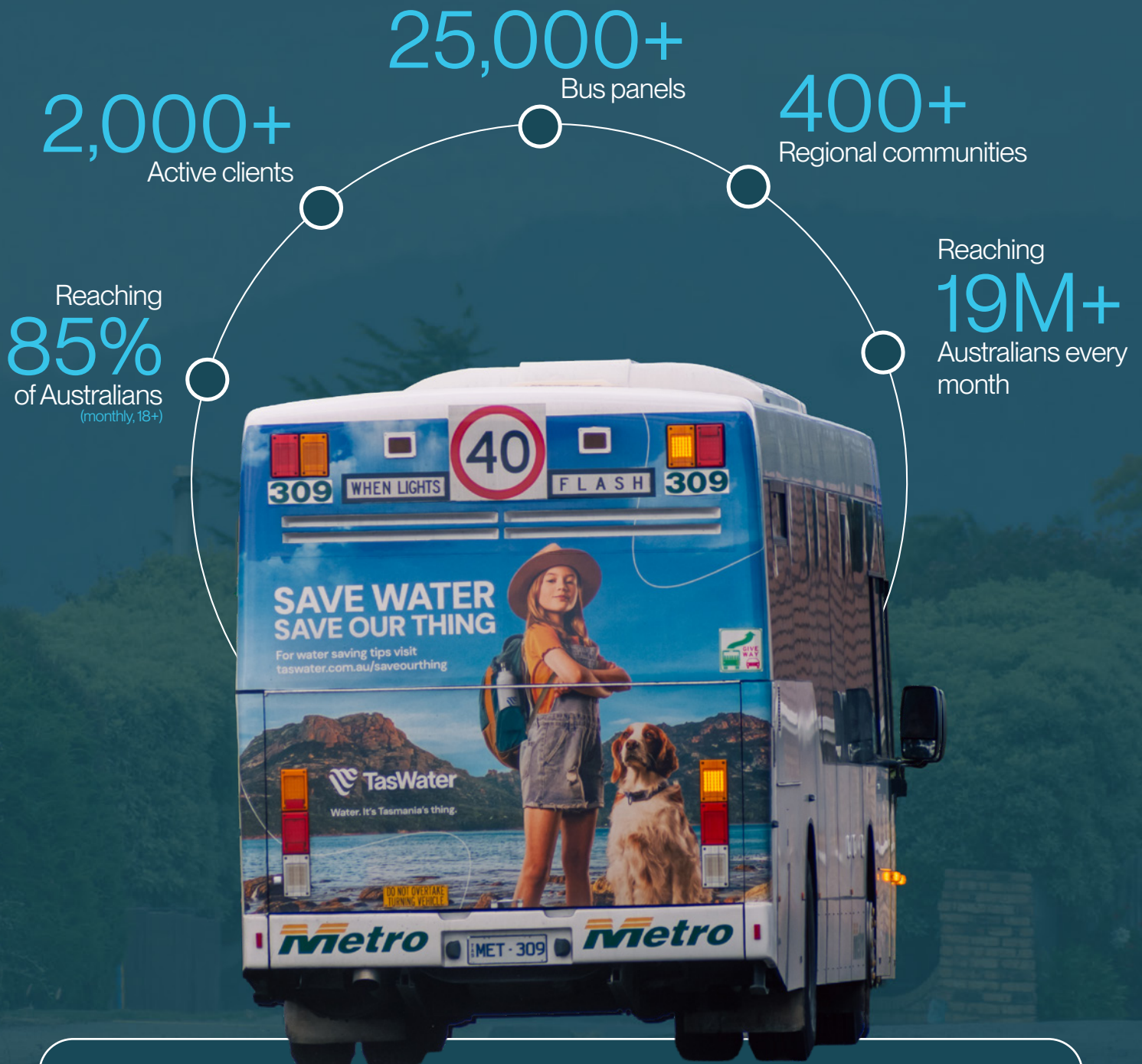


BACKED BY
GO
MOVE

Reaching over 85%
of Australians nationally
every month (people 18+)

Ready to rev your revenue engine?

Launch your transit advertising campaign with Australia's leading subject matter expert, GoTransit.



Contact the GoTransit team
about your project today!

✉ enquiries@gotransit.com.au
☎ 1300 468 726
🌐 www.gotransit.com.au

Sources: GoTransit + Leaf Collective Transit Advertising Impact Study, 2023 | OAAA, 2019 | MOVE 2026 | Google / CXL Institute | Lucidpress, The State of Brand Consistency | LinkedIn B2B Institute / Ehrenberg-Bass Institute