## HPTE Express Lanes

When it matters most // Winter Creative January 28, 2019



### **OVERVIEW**

This campaign began in 2018. It features relevant, emotionally compelling reasons for drivers to consider the Express Lanes. These simple stories are conveyed through punchy headlines and images of 'real' people. A tight chart graphic reinforces the routes and the reasonable fees.

For the Winter Refresh, we have developed seasonal scenarios based on insights from focus groups, winter sports enthusiasts, and those who frequently travel between the mountains and Denver. Weekend warriors, day skiers, weekend skiers, families that own a second home, tourists, and locals are all represented.

### PRIMARY TARGET:

Recreational winter sports loving commuters on I-70.

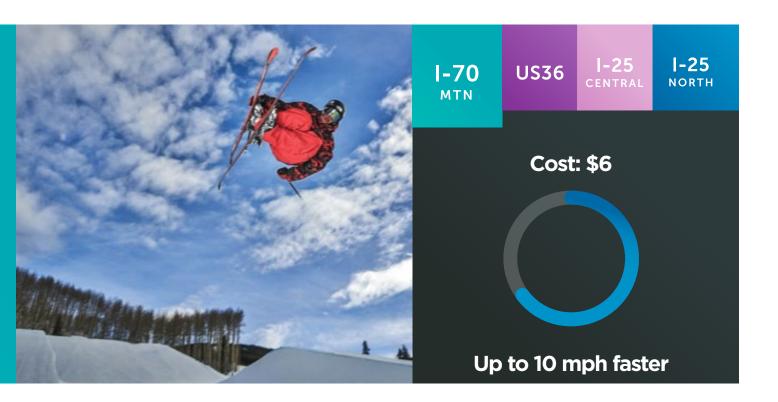
### **SECONDARY TARGET:**

Mountain residents who commute to Denver.

# EXPRESS L NES

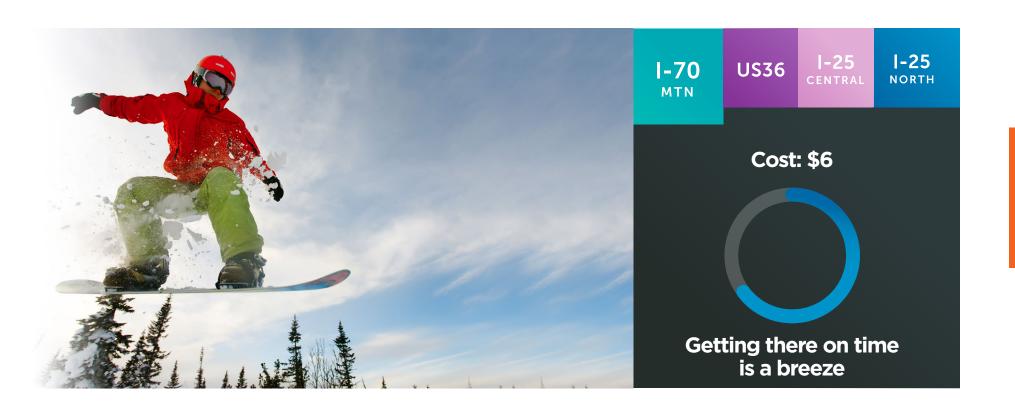
When it matters most

expresslanes.codot.gov





# From big air to airport. EXPRESS LANES When it matters most expresslanes.codot.gov



CILIG





# THANK YOU