

A composite image featuring a nighttime city skyline with illuminated skyscrapers in the upper half and a multi-level highway interchange with light trails from traffic in the lower half. A green banner with white text is overlaid across the middle.

I-25 North Express Lanes Campaign



COLORADO
Department of Transportation



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Campaign overview

Based on the COVID-19 travel restrictions and fewer people traveling on the highways, and to be sensitive to the financial hardship that the state is currently facing, we readjusted the message to focus on informing rather than the benefits of the lanes. Our primary campaign message is “Tolling starts soon”.

This campaign will provide education on two primary topics:

- The new segment of Express Lanes (I-25 North from 120th to NWPkwy/E-470) is open.
- Be ready, tolling starts in June. Learn more at expresslanes.codot.gov.

Overarching goals

Our goals for the paid campaign and the outreach include:

- No surprises! Use a multi-channel approach to reach the target audience so they are not caught unaware of the new Express Lanes.
- Raise awareness about the new segment of I-25 North Express Lanes opening by informing the general public, partners and elected officials about the following:
 - I-25 North Express Lanes opening and how the new lanes will work

Revised direction

This campaign concept uses simple, friendly messaging to inform viewers, while utilizing a visual approach that builds upon the recent Express Lanes safety campaign. The familiar images of Express Lanes in combination with the simple information will make it easy for the general public to get the message that tolling starts in June.

Banner ad | sample animation



This headline and support information will be included on all standard and mobile banner sizes. Animation style will be similar to our previous safety campaign banners, only with fewer vehicles. In this campaign, vehicles will enter into the Express Lane through the dashed lines. Several vehicles will be portrayed in each banner including a SUV, a pickup truck and a compact car.

We will make sure that all copy is readable on various banner sizes. Shown here at 100% scale for 500px x 500px banner ad size.

Pandora Radio & Desktop Banner | 0:15 seconds

Hey Denver commuters! This is a friendly reminder from CDOT that tolling starts in June for our newly-opened Express Lanes on I-25 from 120th to Northwest Parkway/E-470. To learn more, visit [expresslanes dot C-O-D-O-T dot gov](http://expresslanes.dot.C-O-D-O-T.gov).



We will make sure that all copy is readable on various banner sizes. Shown here at 100% scale for 500px x 500px banner ad size. Shown here at 100% scale for 500px ad. Pandora banner sizes are 500x500 and 300x250 pixels.

Other outreach

We will use a combination of paid media and earned media, as well as utilize social media and VMS outreach to notify the public about the I-25 North Express Lanes (120th to NWPkwy/E-470) toll commencement in June. Other outreach planned:

- Social media posts
- VMS messages
- Press release