

Examples from the first wave of #GetonBoard promoting the launch of new low bus fares

GET ON BOARD



Andy Burnham @AndyBurnhamGM · 6h

It's happening.

#GetOnBoard



GET ON BOARD FOR NEW LOW BUS FARES

From 4 September, a single bus journey in Greater Manchester will cost no more than:

£2 ADULT
£1 CHILD

470 1,394 14.7K

Mayor of Greater Manchester Andy Burnham @MayorofGM

"Biggest shake-up of our bus system in almost 40 years."

From 4 September, single bus journeys in GM will cost no more than:

- £2 adult
- £1 child

Plus, unlimited daily journeys across all operators: no more than £5(adult)/£2.50(child)

#GetOnBoard

greatermanchester-ca.gov.uk/news/greater-m...



GET ON BOARD FOR NEW LOW BUS FARES

From 4 September, a single bus journey in Greater Manchester will cost no more than:

£2 ADULT
£1 CHILD


Transport for Greater Manchester

Sponsored

From September 4, single journey bus fares in GM will cost no more than:

- £2 Adult
- £1 Child (11- 16 year olds require igo)

Ask the bus driver for a single ticket to your destination and #GetOnBoard.



#GETONBOARD

TRAVEL FOR LESS ON BUS

tfgm.com

New low bus fares

Simple and clear low bus ...

Learn More

Transport for Greater Manchester

@OfficialTfGM

Kids can #GetOnBoard for unlimited bus travel all day in Greater Manchester!

From September 4, a 1 day AnyBus junior travelcard will cost no more than £2.50 (11-16 year olds require igo).



#GETONBOARD

£2.50 1 DAY ANYBUS JUNIOR TRAVELCARD

ANDY BURNHAM MAYOR OF GREATER MANCHESTER

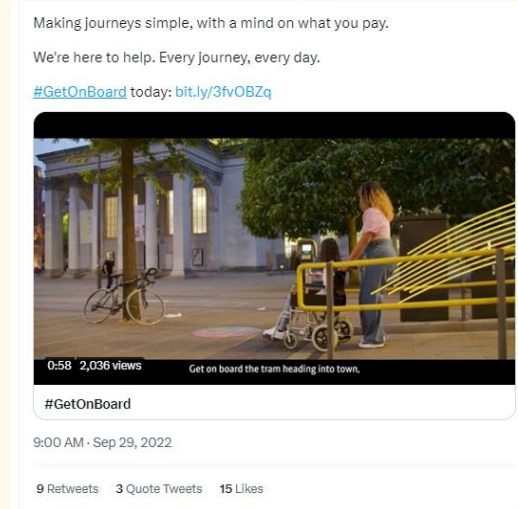
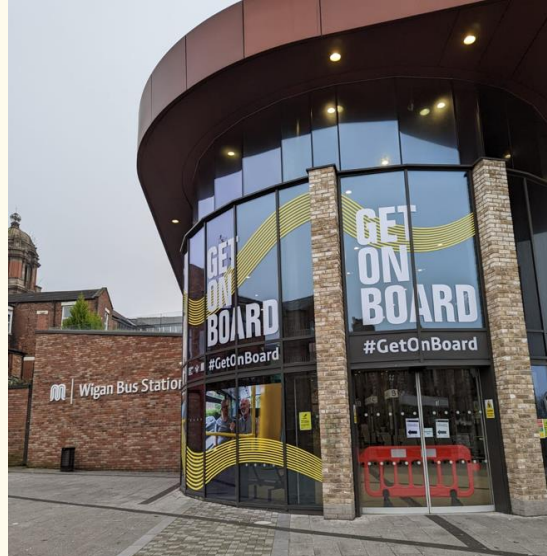
tfgm.com

#GetOnBoard with new low bus fares in Greater Manchester



Phase 1

Examples from the second wave of #GetOnBoard - promoting the integrated campaign across PT and AT

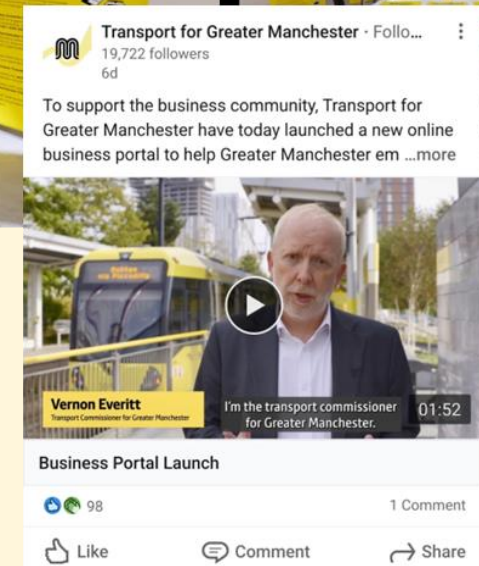
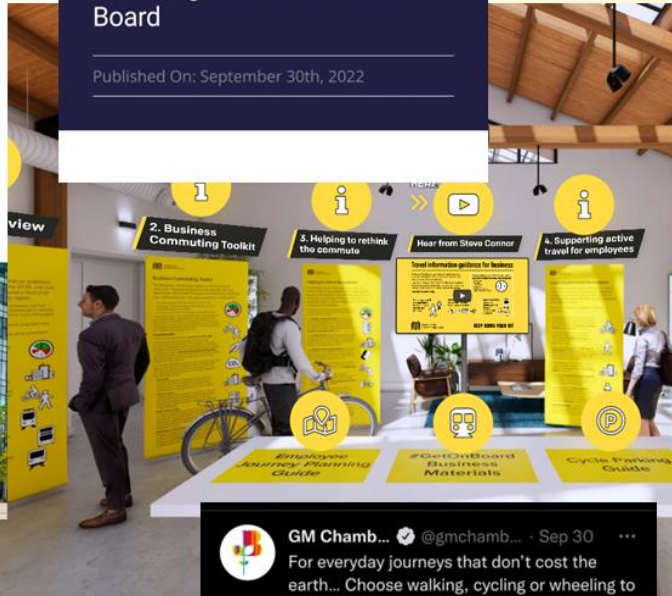
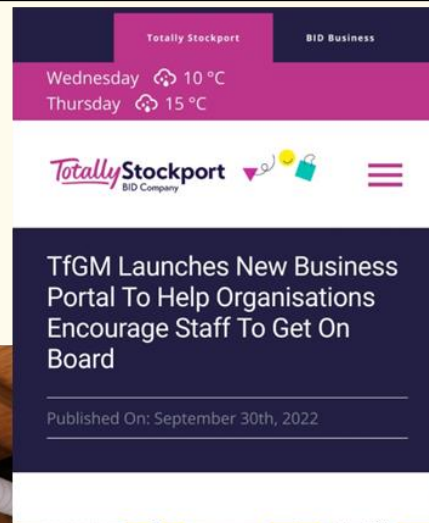
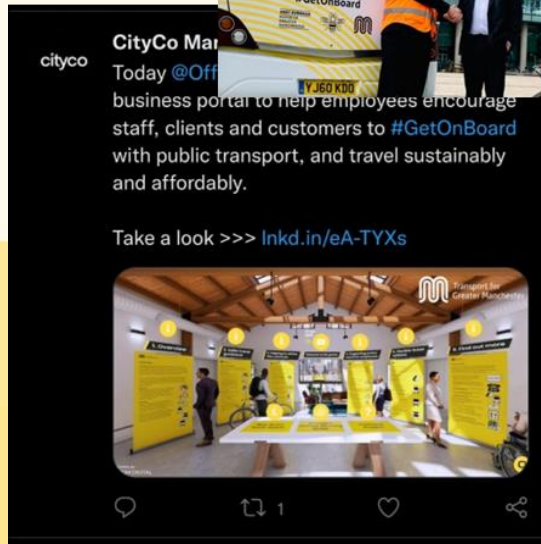


Radio advert:



Phase 1

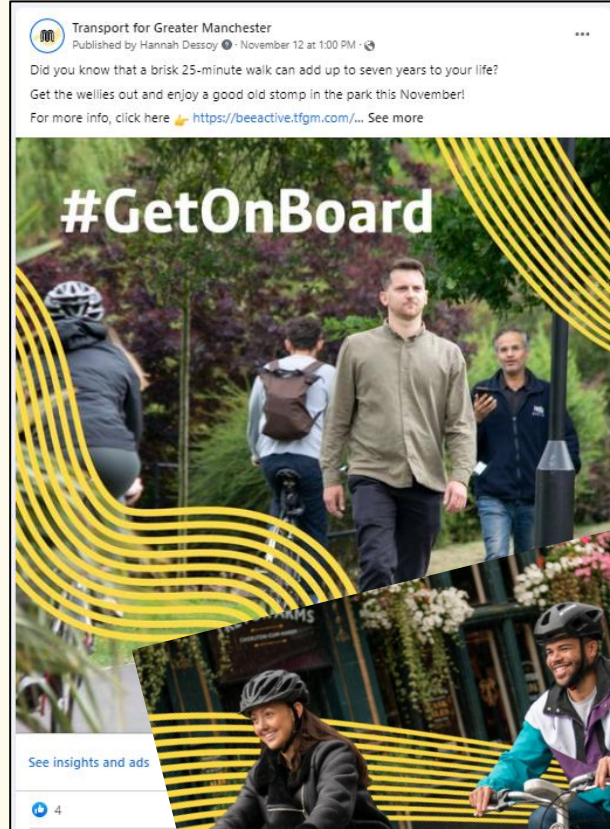
Examples from the business engagement strand of #GetOnBoard



Visual summary of aligned campaigns


Transport for Greater Manchester

How #GetOnBoard has been underpinned by targeted modal activity e.g. using Contactless, hyper local active travel, Metrolink Christmas campaign



Complementary campaigns


Addressing barriers to PT/ AT e.g. network and road safety



Transport for Greater Manchester
@OfficialTfGM

When you're out and about in your car, remember to check in the distance, at a mid-point and at a near point when turning and watch out for other road users.

#CheckThreeTimes



Drivers.
Check the road three times.

SAFER ROADS
GREATER MANCHESTER

tfgm.com
[Check Three Times | Click Here](#)



Transport for Greater Manchester
@OfficialTfGM · Oct 29

Helping you feel safe while travelling on the network is our priority.

As the nights get darker, #GMTravelSafe are here whenever you need us.




ROCHDALE ONLINE
Covering Heywood, Littleborough, Middleton and Rochdale

NEWS NOTICES BUSINESS SEARCH PROPERTY JOBS EVENTS COMMUNITY COMPETITION


HIGHLIGHT YOUR BUSINESS
WITH A ROCHDALE ONLINE ENHANCED LISTING

Young people urged to be 'Better Than That' as part of new antisocial behaviour awareness campaign


Date published: 20 February 2023



Warren Swire, Transport Commissioner

**insight**
SAFER HIGHWAYS

Drivers urged to avoid becoming distracted by 'Mindless Moments' and stay focused behind the wheel



SAFER ROADS GREATER MANCHESTER

DON'T EAT AND DRIVE

A new thought-provoking campaign by Safer Roads Greater Manchester is encouraging drivers to stay focused behind the wheel by avoiding distractions and drive safely.

Highways News

NEWS INSIGHTS PODCASTS NEWSLETTER ADVERTISE ABOUT THEME WEEK

Search Highways News...

New TfGM road safety campaign calls on drivers to 'See the Rider Not the Bike'

by Adrian Tatum



SAFER ROADS
GREATER MANCHESTER

LOCAL GOVERNMENT, SAFETY
13.10.2022

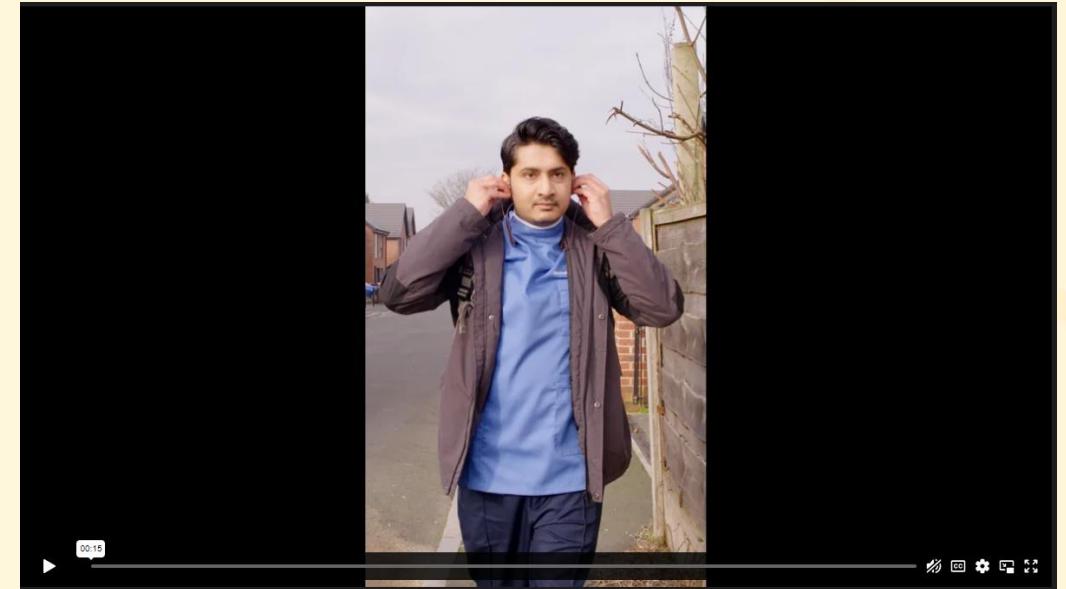
Get On Board Phase 2 integrated campaign visuals

Transport for Greater Manchester

Audience led approach to creative, using representative case studies of GM residents.

Videos:

4 case studies. Hero video, 30 second and 15 second versions. Mix of interview style and B roll showcasing journeys



Phase 2 integrated campaign visuals

Digital Billboards

“The tram makes my life easier,”



Kate
Entrepreneur, Altrincham

“Taking short journeys is so much easier on a bicycle.”



Kath
Administrator, Sale

“Public transport has given me my independence.”



Lara
School Manager, South Manchester

“Public transport has let me be more like myself again.”



Lara
School Manager, South Manchester


GET ON BOARD



ANDY BURNHAM
MAYOR OF GREATER MANCHESTER

Bus and Metrolink posters

It's the convenience that helps me most. I love contactless.




Kate
Entrepreneur, Altrincham

Touch-in, Touch-out, with the same card or device. Your fare worked out for you.

Quicker, easier travel with contactless on Metrolink.

It saves money. And every single penny counts.





A single bus journey costs no more than:

£2 adult
£1 child

Find out more at tfgm.com/contactless



GET ON BOARD



ANDY BURNHAM
MAYOR OF GREATER MANCHESTER

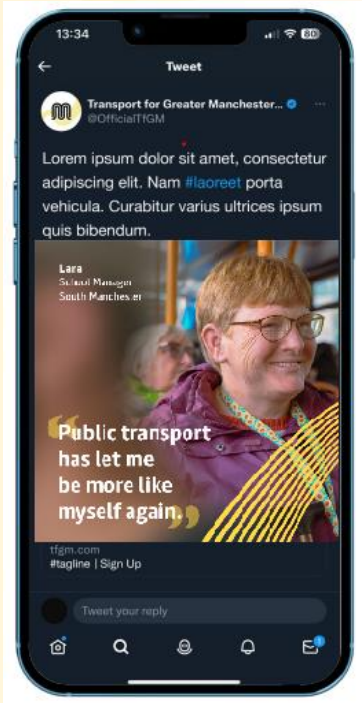
Find out more at tfgm.com/tickets-and-passes

GET ON BOARD

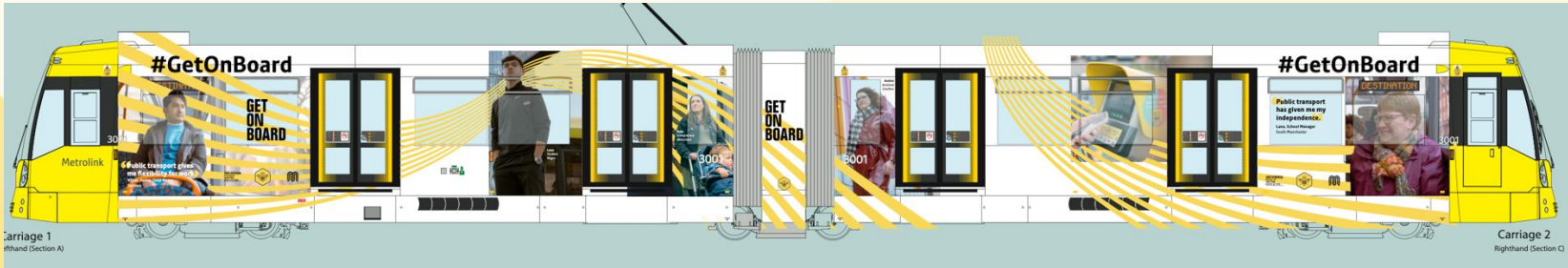


ANDY BURNHAM
MAYOR OF GREATER MANCHESTER

Social media



Bus and Metrolink wraps



Static ads: 6 case studies fit for channel, showing a broader range of case studies

