



Commuter Connections
Regional TDM Marketing Group
March 18, 2025

Revolutionize Your Commute!

With the help of our marketing agency AFFIRM, we created a new campaign to that highlights the significance of George Washington in our region. The region is the home to Ferry Farm, his boyhood home as well as the University of Mary Washington that is named for his mother.



**REVOLUTIONIZE YOUR
COMMUTE**

Liberate Yourself from
Traffic & Parking!

**GW Ride
Connect**
50 YEARS OF SERVICE

CONNECT NOW

Slogans

- Revolutionize Your Commute!
- Declare your Independence from Driving Alone
- Liberate Yourself from Traffic and Parking!
- Together We Ride!



**REVOLUTIONIZE YOUR
COMMUTE**

Liberate Yourself from
Traffic & Parking!


**GW Ride
Connect**
50 YEARS OF SERVICE

CONNECT NOW

Static Ads- Rideshare

**REVOLUTIONIZE YOUR
COMMUTE**

Liberate Yourself from
Traffic & Parking!



GW RideConnect
CELEBRATING 50 YEARS OF SERVICE

CONNECT NOW

REVOLUTIONIZE YOUR COMMUTE

Liberate Yourself from Traffic & Parking!



GW RideConnect
CELEBRATING 50 YEARS OF SERVICE

CONNECT NOW

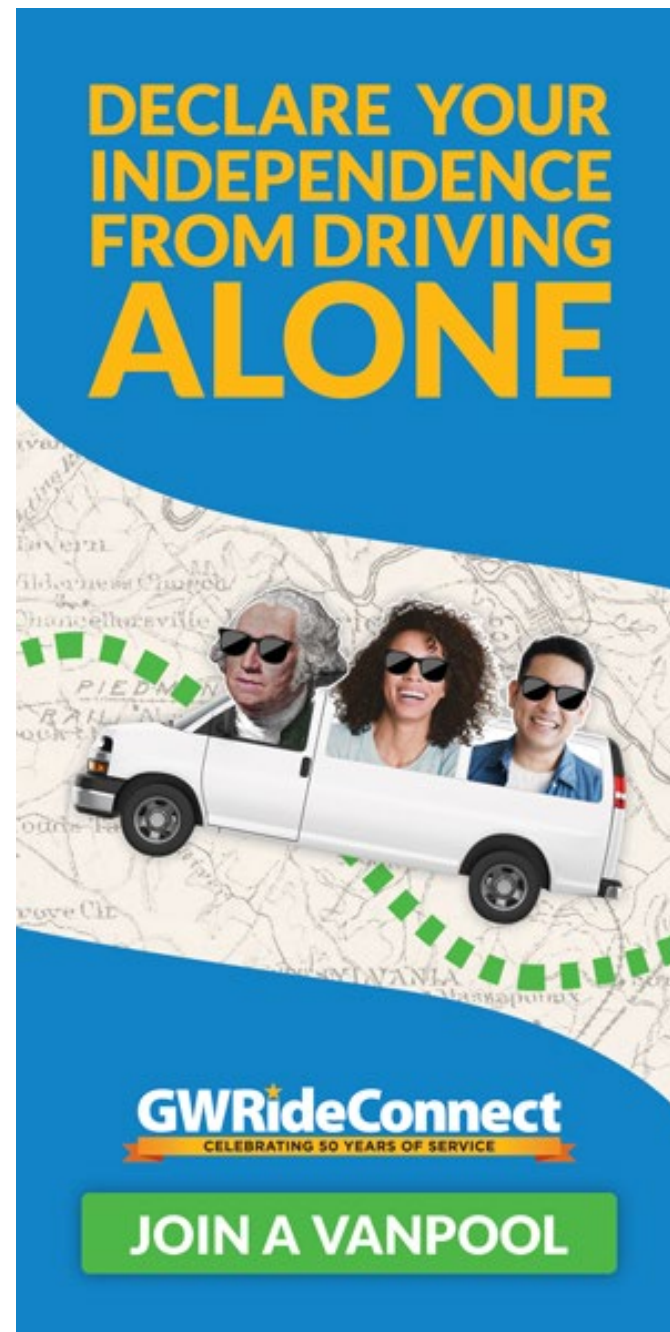
**REVOLUTIONIZE YOUR
COMMUTE**



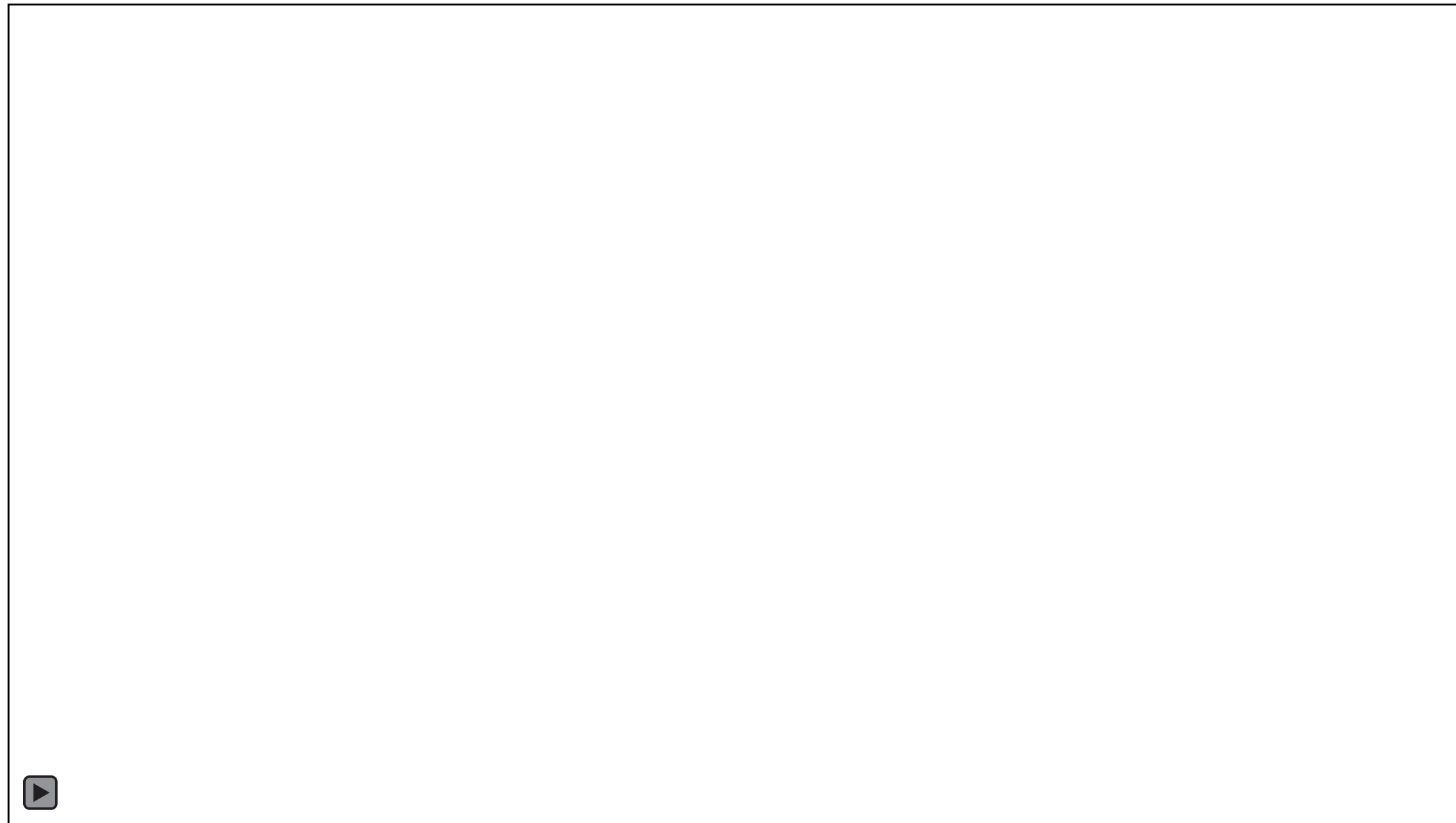
GW RideConnect
CELEBRATING 50 YEARS OF SERVICE

CONNECT NOW

Static Ads-Vanpool



Animated Rideshare



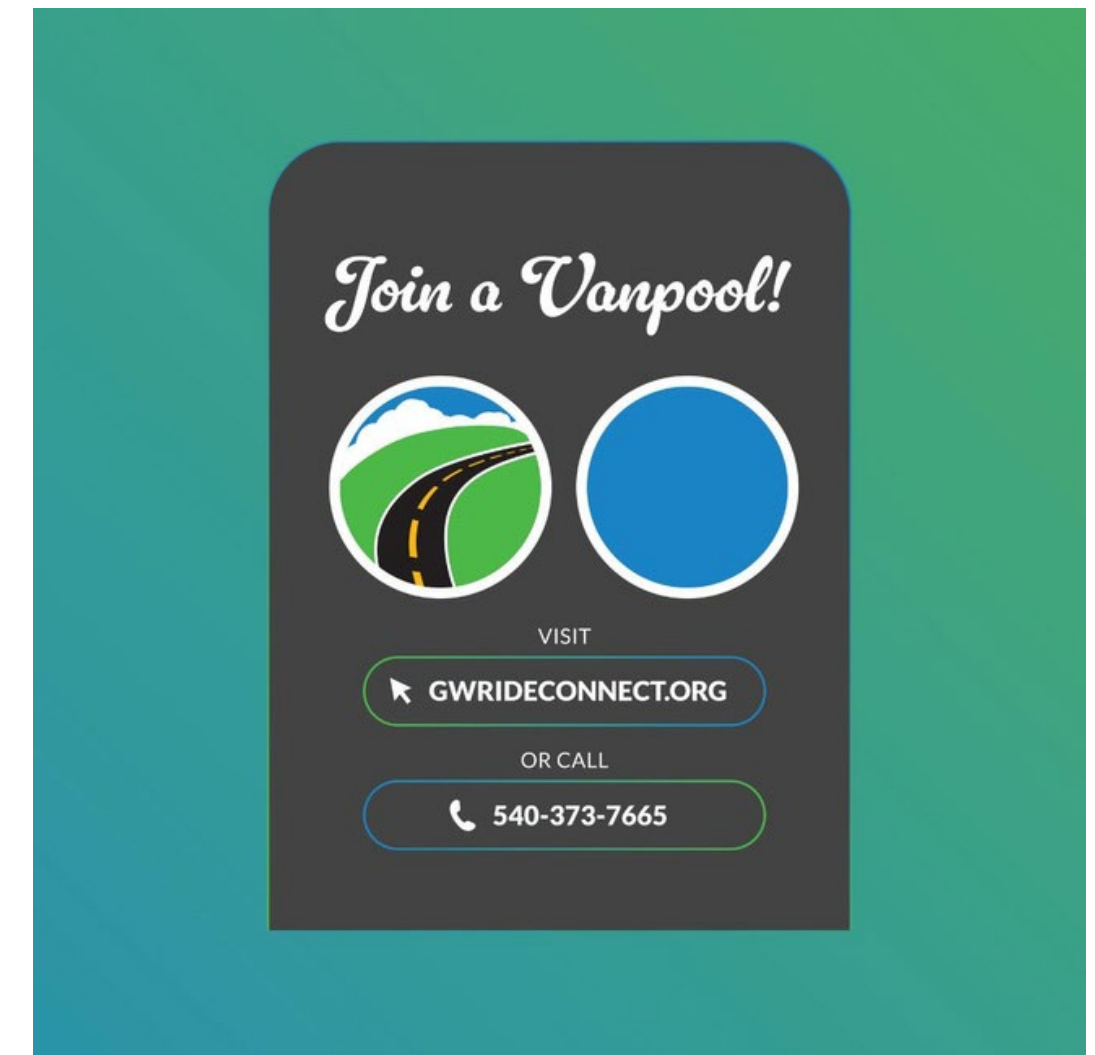
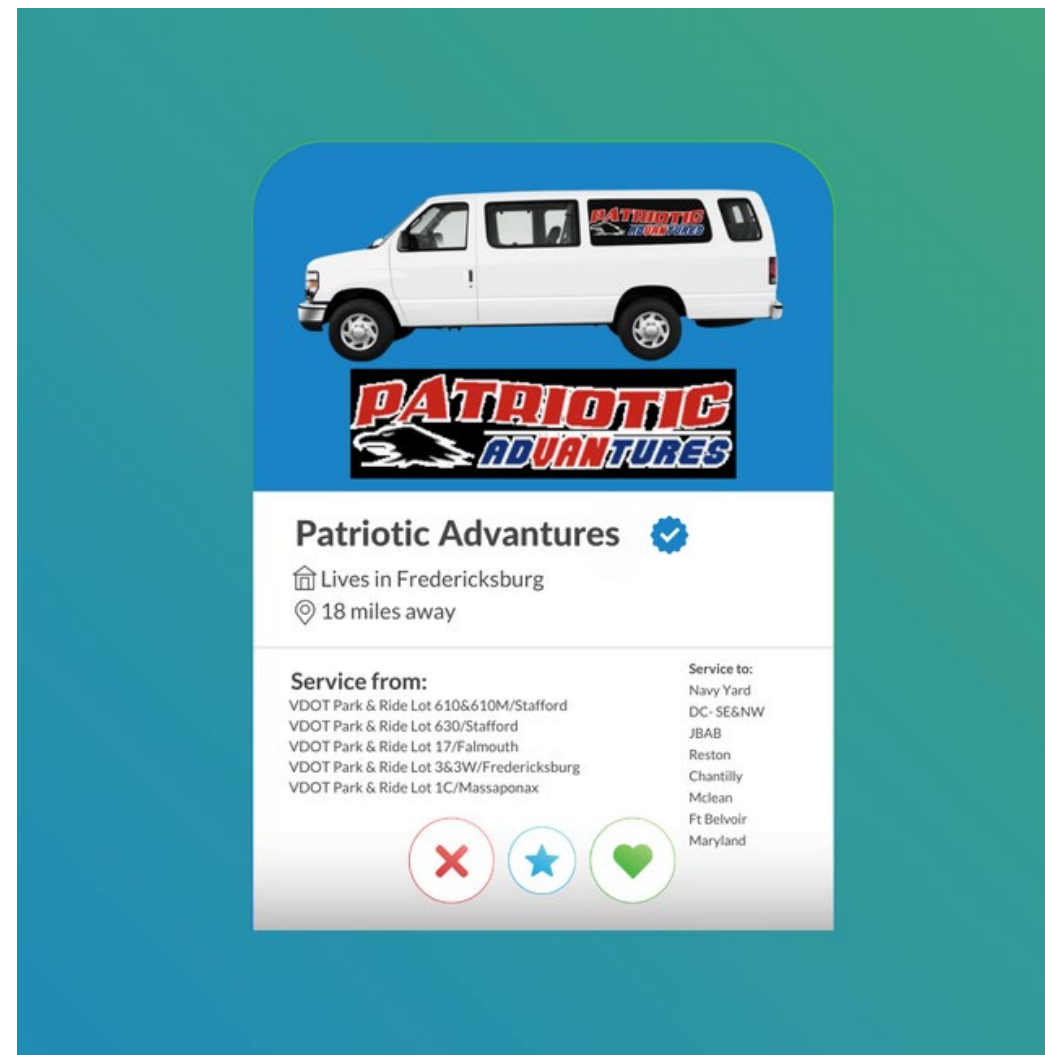
Social Media-Vanuary



Cover Graphic

AFFIRM provided social media elements for Vanuary Social Media campaign- mimicking a swipe dating app to encourage commuter to “match” with a vanpool.

Social Media-Vanuary



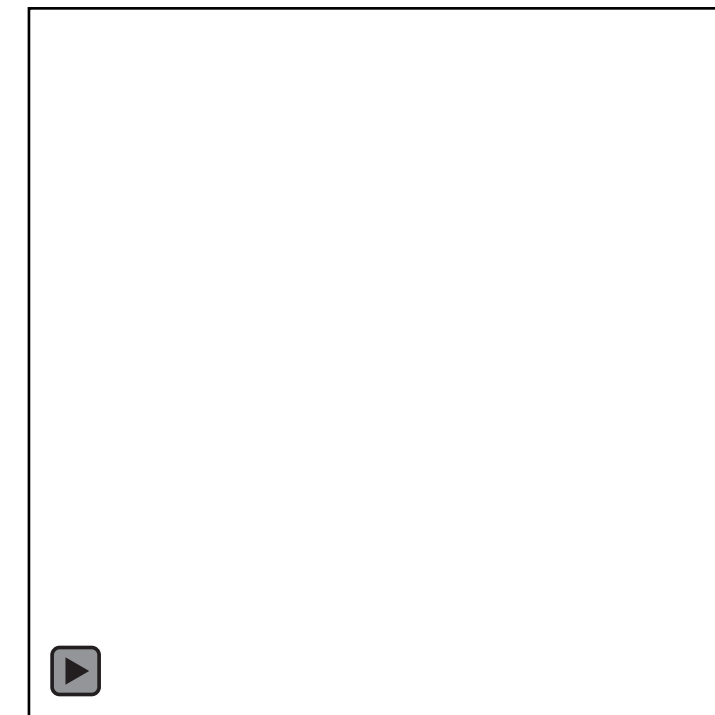
Social Media-George

AFFIRM also provided campaign elements that we are able to customize them for specific posts.



Radio

B101.5



Thank you from the GWRideConnect Team:

Presenter-Kerry McKenney- Program Coordinator

kerry.mckenney@gwregion.org

Leigh Anderson- Program Director

Mel Davis- Program Coordinator

GWRideConnect is part of the
George Washington Regional
Commission.

