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# LAUGH THROUGH THE CHAOS: THE TTC HERO'S JOURNEY

Campaign transforms the daily grind of Toronto's transit system into a light-hearted adventure.



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**THE TORONTO TRANSIT COMMISSION (TTC)**

is the primary public transit system in Toronto, serving millions of riders across its network of subways, buses, and streetcars. Established in 1921, it's a vital part of city life, though it faces challenges like service delays and safety concerns. Despite these issues, the TTC remains essential, connecting people and communities throughout Toronto.



# BRAND KEY

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## ROOT STRENGTHS

### *Resilience in the Face of Chaos*

TTC users navigate daily challenges with determination, embodying a unique kind of urban heroism.

## INSIGHTS:

### *Turning Struggles into Stories*

Riders often share their TTC experiences—good, bad, and bizarre—finding humor and connection in the shared chaos.

## BRAND VALUES

### *Humor, Resilience, and Community*

Emphasizing the importance of a positive, connected, and light-hearted approach to the daily commute.

## COMPETITORS

### *Private Transportation, Ride-Sharing Services*

Alternatives that offer more control, but lack the shared experience and community that TTC provides.

## BENEFITS

### *A Heroic Perspective*

Encourages users to see their commute as a story worth telling, making even the worst moments memorable.

## RCBS

### *Collective Experience*

The daily shared challenges of the TTC are a testament to the strength and resilience of its riders, who find humor and community in the chaos.

## AUDIENCE

### *Gen Z and Early Career Professionals*

Well-educated, financially stable individuals who choose TTC to engage with their city and community, despite having other options.

## DISCRIMINATOR

### *Transforming Mundanity into Heroic Tales*

Unlike competitors, the TTC is positioned as a space where daily struggles become a badge of honor, shared with a community of fellow riders.

## ESSENCE

### *Heroic Resilience with a Wink*

Embracing the chaos of urban transit with a sense of humor and community spirit, turning every challenge into a hero's journey.



# PERSONA

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## GOALS

- Advance in his tech career.
- Maintain a balance between work and personal interests.
- Stay connected with the city's art scene and community.
- Explore and observe urban life, particularly human interactions.

## CHALLENGES

- Managing stress from a demanding job.
- Dealing with safety concerns and the unpredictability of the TTC.
- Balancing a busy work schedule with personal passions.

## PERSONALITY TRAITS

- Optimistic and positive.
- Resourceful in finding creative solutions.
- Curious and keen on observation.
- Socially conscious and connected to the community.

## BIO

Alex is a young professional balancing a demanding tech career with his passion for skateboarding, art, and urban culture. He enjoys attending art events and observing people's reactions in crowded places, finding inspiration in everyday city life. Alex prefers using the TTC for his commute, as it provides a chance to relax and stay connected to the city.

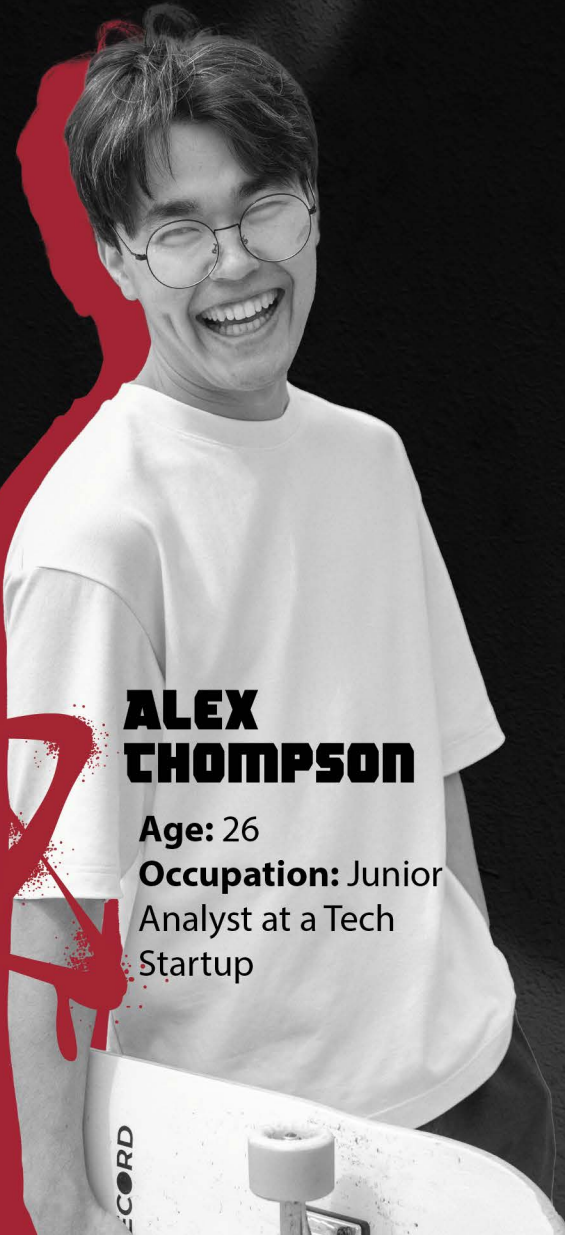
## MAIN ACTIVITIES

- Skateboarding around the city.
- Attending art events and exhibitions.
- Observing people and their reactions on the TTC.
- Focusing on professional growth in the tech industry.

## ALEX THOMPSON

**Age:** 26

**Occupation:** Junior Analyst at a Tech Startup





# JOURNEY MAP

This journey map outlines how a typical TTC user, like Alex, could transform their experience from one of frustration and mistrust to one of empowerment and humor. By embracing the Deadpool-inspired mindset, they become the hero of their own story, making the most of every challenge they face on their commute.

PHASES	AWARENESS	ENGAGEMENT	EMPOWERMENT	HEROIC MINDSET	ADVOCACY
<b>SITUATION</b>	Alex, like many TTC users, feels uneasy and frustrated with the system due to safety concerns, delays, and the overall chaotic environment.	During the daily commute, Alex starts noticing the humorous ads and posters featuring the Deadpool-inspired Rhino character, who pokes fun at the typical TTC problems.	One day, the subway is delayed again, and the usual frustration starts to bubble up, but Alex remembers the campaign's message.	Over time, Alex adopts a new mindset. The daily challenges of the TTC become opportunities to practice patience, connect with others, and enjoy the ride, no matter how bumpy it gets.	As Alex continues to embrace the campaign's message, they start influencing others around them—friends, family, and even fellow riders.
<b>ACTION</b>	Alex hears about the new TTC campaign that encourages riders to embrace the chaos and become their own heroes by laughing through the struggles.	Alex begins to view the commute with a lighter heart, sharing a smile with fellow riders and finding the humor in unexpected delays or crowded trains.	Alex cracks a joke with the person next to them or simply takes out their phone to share a funny meme related to the delay, turning the moment into something positive.	Alex starts to feel like a hero of their own journey, sharing stories with friends and colleagues about their latest TTC adventures, always with a humorous twist.	Alex encourages others to join in the fun, sharing the campaign message on social media and becoming an unofficial ambassador for the TTC Hero's Journey, helping to build a more resilient and connected community of riders.
<b>THOUGHTS</b>	"I know the TTC has its issues, but it's the best way to get around. I just wish it felt safer and more reliable."	"This is actually pretty funny. I've had days just like that—maybe I should try seeing things this way too."	"Okay, here we go again... but instead of getting angry, let's see if I can find something funny in this situation."	"It's not perfect, but I'm not letting it ruin my day. I can handle this, and maybe even have a little fun with it."	"If I can find a way to laugh through this, so can others. We're all in this together."







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## **CLIENT BRIEF**

As the Toronto Transit Commission (TTC), we recognize that the phrase 'It's TTC' has become synonymous with delays, unpredictability, and a general lack of trust among our riders. This shared understanding, where no further explanation is needed, underscores a deep-seated frustration that permeates across all levels of our user base. While our long-term goal is to address these operational issues directly, we believe that rebuilding trust starts with reshaping the narrative. Through a guerrilla-style advertising campaign, we aim to

engage riders with humor and resilience, turning everyday frustrations into shared, light-hearted experiences. While this campaign may not solve the underlying problems, it provides a unique opportunity to collect real-time insights into rider sentiment and behavior, which are crucial for informing future improvements. This approach not only lightens the commuter experience but also strengthens our connection with the community, laying the groundwork for a more positive and trust-based relationship.



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# CREATIVE BRIEF

## ISSUE

Deep-seated frustration and lack of trust among TTC riders; "It's TTC" has become shorthand for delays and unpredictability.

## OBJECTIVE

Rebuild trust by reshaping the narrative through humor and shared experiences.

## APPROACH

Launch a guerrilla-style advertising campaign that turns everyday TTC frustrations into light-hearted, heroic stories.

## TARGET AUDIENCE

All TTC users, with a focus on Gen Z and early career professionals who value resilience and community.

## CAMPAIGN PURPOSE

Engage riders, lighten the commuter experience, and gather valuable insights into rider sentiment and behavior.

## LONG-TERM GOAL

Strengthen the connection between TTC and its riders, laying the groundwork for a more positive and trust-based relationship.



# SMART GOALS

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## SPECIFIC

To transform the perception of the TTC by introducing humor and engagement through the Deadpool-inspired Rhino character, interactive station experiences, monthly Marvel-style cartoons, and a gamified Transit app feature.

Key Focus: Create a campaign that encourages TTC users to find humor in their daily commute challenges and view themselves as the heroes of their own journey.

## MEASURABLE

Target: Achieve a 30% increase in positive social media mentions and interactions related to the TTC campaign within six months.

Metrics: Track engagement on social media, interaction rates with in-station elements, readership of the monthly cartoons, and usage statistics for the Transit app's gamified features.

## ATTAINABLE

Plan: Leverage TTC's existing platforms and collaborate with local artists, app developers, and marketing professionals to implement the campaign. Start with a pilot phase in select stations and apps to refine the approach before a full rollout.

Feasibility: The campaign components are scalable and can be integrated into existing TTC operations and marketing channels.

## RELEVANT

Alignment: This campaign aligns with TTC's broader goals of improving rider satisfaction and rebuilding trust by addressing the key concerns of safety, reliability, and the overall commuting experience in a way that resonates with modern riders.

Purpose: The campaign is designed to shift the narrative around the TTC from frustration to empowerment and community, making the daily commute a more positive and engaging experience.

## TIMEBOUND

Months 1-2: Develop and launch the Rhino character and interactive station signs.

Months 3-4: Introduce the first issue of the Marvel-style cartoons and test the Transit app's gamified feature.

Months 5-6: Expand the campaign across all TTC stations, promote the app feature, and evaluate the campaign's impact through rider feedback and engagement metrics.



## IDEA

**Concept:** Transform TTC commuting into a heroic, humorous journey using a Deadpool-inspired Rhino character.

**Strategy:** Leverage Ryan Reynolds' humor to connect with riders and turn daily challenges into moments of fun and empowerment.

## FAME

Use Ryan Reynolds as the face of the campaign. Create viral content by documenting his TTC experiences, turning the Rhino character into a sensation.

## FIRE

Engage riders through TTC's social media with behind-the-scenes content and interactive challenges. Build a community around the Rhino character by sharing and amplifying rider stories.

## FORTUNE

Offer exclusive experiences like a "Day with Deadpool" and surprise station events. Keep the campaign's momentum by hosting ongoing events and providing limited-edition merchandise.

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# THE SACRED SIX

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## GOAL

Rebuild trust and improve the overall experience for TTC riders by transforming commuting challenges into positive, humorous moments.

## TARGET AUDIENCE

Gen Z and young professionals who are well-educated and financially stable, but choose to use the TTC for convenience and community engagement.

## PROBLEM

Riders have lost trust in the TTC due to frequent delays, safety concerns, and an overall lack of reliability, making their daily commute stressful.

## INSIGHT

Despite these challenges, there's an opportunity to change perceptions by introducing humor and a sense of heroism, turning the commute into a more enjoyable experience.

## SINGLE-MINDED PROPOSITION

"Become the hero of your own TTC journey—embrace the chaos with a smile and a sense of humor."

## ACTION

Implement a campaign featuring Ryan Reynolds as the Deadpool-inspired Rhino, use interactive signs, cartoons, and a gamified Transit app feature to engage and entertain riders.



# SOLUTION OVERVIEW

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## RATIONALE

The TTC campaign seeks to address the widespread frustration and lack of trust among riders by introducing humor and engagement into the daily commute. By leveraging Ryan Reynolds' playful and relatable persona as a Deadpool-inspired Rhino character, the campaign aims to transform the TTC experience from a source of stress into a heroic and fun journey. The goal is to build a positive community around the TTC, making riders feel empowered and entertained during their daily travels.



# SOLUTION DETAILS

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## **HUMOR AND HEROISM**

Ryan Reynolds, as the Rhino character, appears in video ads and social media content, turning everyday TTC challenges into comedic, heroic moments.

## **INTERACTIVE ENGAGEMENT**

Place Deadpool-inspired "crime scene" signs in stations that humorously acknowledge common issues, encouraging riders to engage and share on social media.

## **ONGOING ENTERTAINMENT**

Release monthly Marvel-style cartoons that humorously guide riders on how to cope with TTC issues, keeping the campaign fresh and relevant.

## **GAMIFIED APP EXPERIENCE**

Integrate a feature in the Transit app where users can "punch" or "kick" delays on the map, creating fun interactions that help reduce stress during wait times.



# COFU

At the awareness stage, our goal is to introduce the TTC campaign and grab the attention of our target audience. This is where we plant the seed, making riders aware of the new, fun, and heroic perspective we're bringing to their daily commute.

Ryan Reynolds as Rhino Introduction: Launch the campaign with a series of **high-impact video ads and social media posts featuring Ryan Reynolds in character as the Deadpool-inspired Rhino**. These ads will humorously address common TTC frustrations, positioning the Rhino as the relatable hero every rider can connect with. The goal here is to create buzz and make people aware of the campaign's existence.

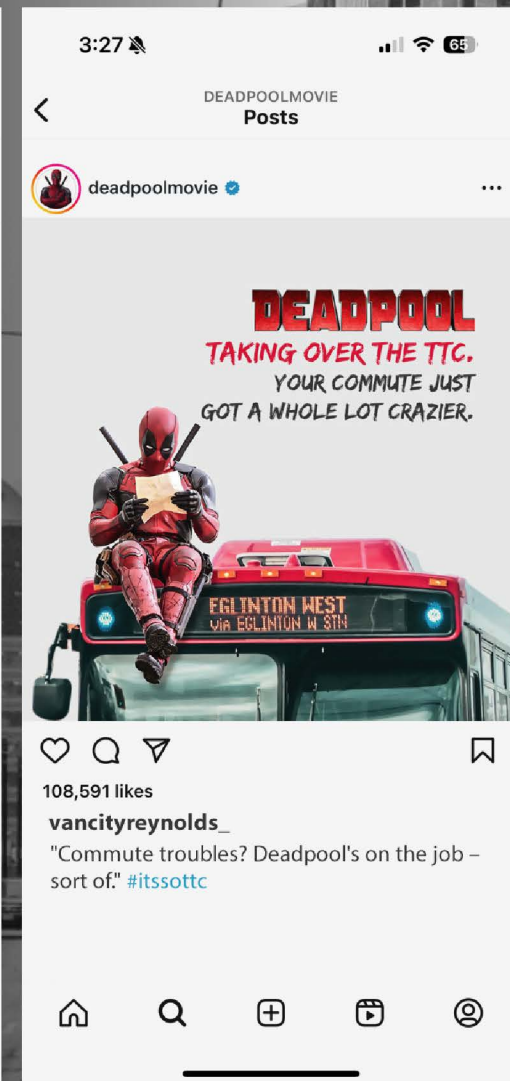
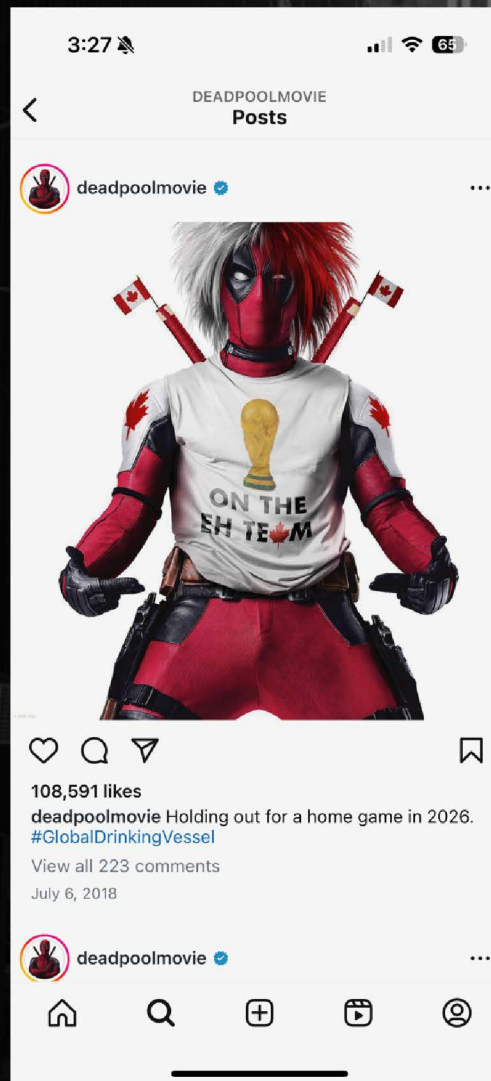
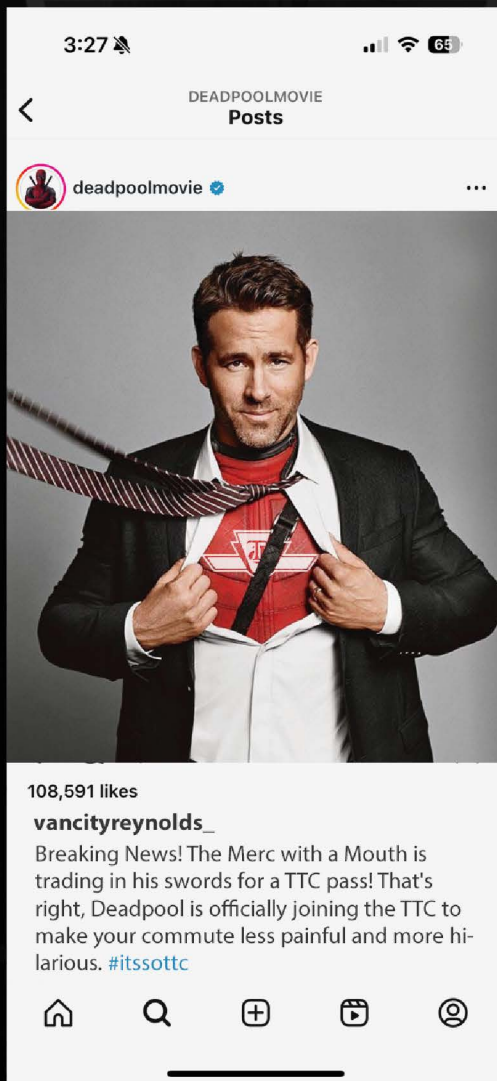
## See a weirdo?

"DON'T BE A HERO, YOU IDIOT!  
I'M THE ONLY HERO HERE."





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# MOFU

In the consideration stage, we deepen engagement by encouraging riders to interact with the campaign. This is where we transition from simple awareness to active participation, fostering a connection between the riders and the campaign's message.

Interactive Crime Scene Signs: **Install Deadpool-inspired "crime scene" signs at key TTC stations**, humorously marking areas where common issues occur (e.g., "This is where the train was delayed by a heroic battle!"). These signs not only entertain but also invite riders to take photos and share their experiences on social media, reinforcing their consideration of the campaign's message.







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### 1. Real-time Engagement

- Integrate a mobile game directly into the transit app.
- The game automatically starts when a passenger's wait time exceeds

### 3. Reward System

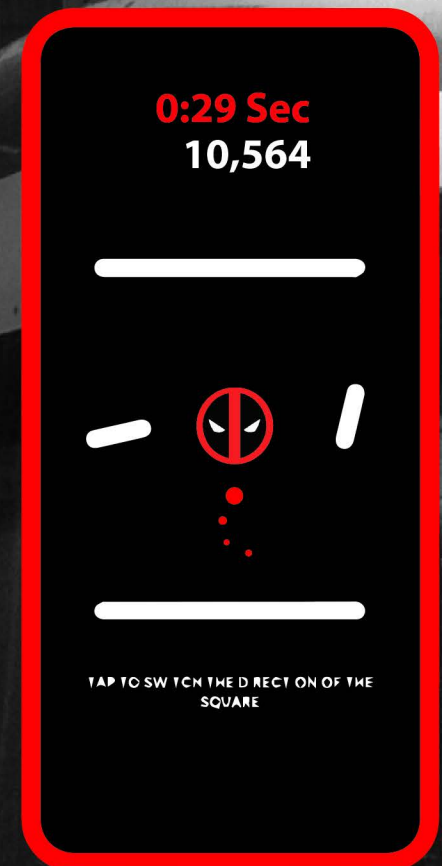
- Players earn points for completing levels.
- Points can be redeemed for rewards, such as discounts on TTC fares

### 2. Interactive Gameplay

- Develop an engaging game similar to "Subway Surfer."
- Game's duration matches the passenger's estimated wait time.

### 4. Strategic Partnerships

- Collaborate with local businesses, like Tim Hortons, to offer additional rewards or discounts.



Gamified Transit App Feature: Introduce a special feature in **the Transit app** that allows **users to interact with delays on the map by "punching," "kicking," or "cleaning" the obstacles, making the waiting time more entertaining.** Additionally, these interactions create user-generated content, like funny pop-ups, that other riders can enjoy. This deepens the connection with the campaign, as riders not only engage but also contribute to the fun.



# BOFU

## HERO RECOGNITION:

What: Highlight TTC users as "Everyday Heroes" on social media and station screens for engaging with the campaign (e.g., sharing stories, using the app, embracing the campaign).

Why: Encourages participation by recognizing and celebrating users.

## REWARDS PROGRAM:

What: Riders earn points or badges for campaign engagement, redeemable for perks like discounted fares, TTC merchandise, or event entry.

Why: Provides tangible value and fosters positive feelings towards TTC.

## HEROIC COMMUTER EVENTS:

What: Host events at major TTC stations where riders can meet the Rhino character, enjoy fun activities, and receive giveaways.

Why: Creates memorable experiences and strengthens the rider-TTC relationship.

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# SEASON/CALENDAR TIE-IN:

By strategically tying the campaign to the recent Deadpool release and the seasonal commuting patterns, you ensure maximum relevance and engagement. The timing will help keep the campaign fresh and top-of-mind, especially when commuters are most likely to interact with the TTC.

## TIMELINE OVERVIEW

**Start Date:** Launch the campaign 1 month after the latest Deadpool movie release to leverage the excitement and keep the character top-of-mind.

**Cultural Relevance:** Aligning with the Deadpool release taps into heightened awareness, making the Rhino campaign more relatable and engaging.

**Seasonal Timing:** Run the campaign during peak commuting months, such as fall or winter, to ensure a larger audience and greater impact.

**Total Duration:** 6+ months, with launch after 2 months of planning.  
**Priority Order:** Creative development, pilot testing, partnership finalization, launch, engagement, and performance review.



### KEY ACTIVITIES

Finalize campaign concept, design Rhino character, create initial assets. Secure Ryan Reynolds' involvement, establish partnerships, and obtain TTC approvals. Pilot test interactive station signs and Transit app features.

Creative Team: Designers, copywriters, social media strategists.  
Talent Management: Coordinate with Ryan Reynolds.  
TTC Stakeholders: Legal, PR, management.  
App Developers: Integrate gamified features.  
Station Managers: Install interactive signs.



### WHO'S NEEDED

## CAMPAIGN TIMING

### PHASE 1 - (0-2 MONTHS)

**Awareness - TOFU:** Launch in early fall, with the Rhino character introduction and initial buzz creation.

Launch campaign across social media, TTC stations, digital platforms. Deploy content like Deadpool-inspired signs, Marvel-style cartoons. Generate buzz through press releases, social media, and influencers.

Social Media and PR Teams: Manage rollout and media relations.  
Station Staff: Assist with in-station materials.  
Influencers: Amplify reach.

### PHASE 2 - (2-4 MONTHS)

**Engagement - MOFU:** Continue through mid-fall into early winter, focusing on in-station interactions and cartoons.

Expand gamified Transit app feature for user engagement. Host Rhino character events, continue releasing cartoons. Recognize top users via social media and special events.

App Development Team: Monitor app features.  
Event Coordinators: Plan in-station events.  
Community Managers: Engage and manage recognition.

### PHASE 3 - (4-6 MONTHS)

**Decision - BOFU:** Wrap up the main campaign in late winter, leading to rewards and events that keep the audience engaged through the colder months when TTC ridership is highest.



# FINAL

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The ultimate achievement is that riders no longer see the TTC as just a necessary evil, but as a part of their daily life that acknowledges and rewards their resilience and sense of humor.

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