



Minnesota Twins 2015



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2014 Ridership Review

- 81 homes games
- 546,000 rides
 - Light Rail/Northstar—499, 834 rides
 - Bus—46,166 rides

2015 Ridership Goal

- 5% Increase
- 573,000 rides



Service Overview

- Light Rail
- Northstar
- Bus Service
- Route 679 / Twins Express



Marketing Campaign

- New Campaign Creative
- Twins Social Media
- College Days
- Twins Mobile advertising
- Wrapped light rail trains





Wrapped Light Rail Trains

SIDE 1



SIDE 2



Ultra Super King Ad Panels





Questions?