

# ANNE KLEIN COMMUNICATIONS GROUP

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## **Megabus Enters the Philadelphia Market**

**One in a Series of Intelligent Solutions**

### **The Challenge:**

Gain media coverage and consumer awareness of Megabus.com's introduction of service at two locations in Philadelphia.

### **Results:**

News coverage of the launch included the Philadelphia Inquirer, Metro Philadelphia's front page, the FOX and NBC Philadelphia affiliates, KYW Newsradio and the Philly.com home page. The weeks following the May 30 announcement and press conference, tickets for departures from the two Philadelphia locations quickly sold out. The response exceeded client expectations.

### **Background:**

Megabus.com, a sister company of Gray Line New York Sightseeing and subsidiary of Coach USA, was extending its operations to service two stops in Philadelphia. Boasting low fares, eco-friendly buses, convenience and comfort, travelers could book free tickets for departures to New York from either stop in Philadelphia during the week following the launch. Megabus.com already has low-fare bus routes serving Midwest, East and West Coast cities.

Megabus' agency of record, AKCG Pinnacle Worldwide partner Hanser & Associates, reached out to AKCG for its local expertise and media relations capabilities in the Philadelphia market to launch the new East Coast service lines.

### **The Campaign:**

AKCG organized the talking points, wrote and implemented a pitch to the media and followed up with contacts after distributing the media advisory. AKCG arranged a news conference on the historic Independence Mall the day of the launch, which was attended by some of the city's most prominent TV and radio stations, and facilitated interview and photo opportunities for members of the media.

*To learn more about how Anne Klein Communications Group can help you build consumer awareness through media relations and other channels, please call and ask for Anne Klein or John Moscatelli.*