

Project Case Study

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PROJECT NAME

Renewable Natural Gas
Bus Campaign

CLIENT NAME

Southwest Gas, U.S. Gain,
and LV RTC.



RENEWABLE NATURAL GAS FOR CLEANER, GREENER TRANSPORTATION.

ABOUT THE PROJECT

Barney Abramson's Creative Direction Contributes to \$1.2M in Operational Savings for Regional Transportation Commission.

This project was a sustainability-focused partnership involving three companies – Southwest Gas, U.S. Gain, and the Regional Transportation Commission (RTC) of Southern Nevada. Each company shared the common goal of expanding clean fuel transit options throughout Southern Nevada by providing RTC's transit buses with cost-effective and environmentally sustainable fuel sources.

ABOUT THE DESIGNER

Barney Abramson is an award-winning designer with over 20 years of experience leading in-house creative teams. Through his dynamic consulting and mentoring services, he helps businesses and individuals creatively solve their most challenging business problems.



The Final Phase

01

Challenge

With the project in full swing, the clients were looking for a creative strategy to publicize their partnership to the Southern Nevada public. I suggested using an RTC bus as a moving billboard to promote the initiative, maximize visibility, and connect with the local community who sees and rides these buses daily. All three companies relied on me to deliver the creative vision for this project, requesting that the design be:

- Attention-grabbing and exciting
- Sustainability-focused and on-theme
- Inclusive of all three brands for equal awareness

02

How I helped

To help achieve the ultimate eye-catching and engaging design, I partnered with Matt Carlson – a nationally-known, award-winning illustrator – whose passion and love for nature would be perfect for creating an illustration that told a complete and compelling story. With my creative direction, Matt created an illustration that depicted the lifecycle of a sustainable future.

After finalizing the design, I layered brand messaging, graphic elements, and all three company logos on top of Matt's illustration. With that, the bus design was officially complete and ready for rollout. Finally, I leveraged all the art and messaging we'd created to develop comprehensive marketing collateral they used for the ribbon-cutting event, sent to the media for PR purposes, and used at other events.

03

Results

I successfully managed expectations and demands for three separate brands for this ongoing project and campaign that has produced a significant return on investment, cost-saving opportunities, and environmental protection improvements that have made the Southern Nevada community a better place to live. While reducing greenhouse gas emissions and keeping public transit cleaner, RTC expects to save \$1.2million in operating costs because of our award-winning design paired with this strategic initiative. They currently have this design on three buses and plan to apply it to at least 5% of their fleet in the upcoming months.

TESTIMONIAL

"This collaboration supports efforts to reduce GHG emissions in Nevada to zero or near-zero levels by 2050 and is another example of the role Southwest Gas plays in reducing their overall carbon footprint."

-U.S. Gain

