

Visualization - Making Gen Z Fall in Love with Amtrak

About the Visualization:

- The visualization below was created on Canva as a digital advertisement that would be targetted towards Gen Z audiences on Hinge, Tinder, and Instagram.
- The advertisement could be set to release before Valentine's day, so that the advertisement is timely and love is on the minds of a large portion of the Gen Z's population - as this would increase train ticket sales if it meant that the audience would fall in love.
- The advertisement would pop up on individual's screens as people are scrolling through the pages. The advertisement shows an Amtrak train surrounded by clouds and hearts, demonstrating an emotional and romantic feel. The idea is that the advertisement will encourage Gen Z to take Amtrak trains because it gives young people the opportunity to connect/meet people in an overly digital world. Instead of meeting someone on a dating app - they could meet new friends and people on trains and maybe even fall in love! So they should "hop on the love train," because they don't know where it could lead them.

