

Pacific Surfliner “Hug the Coast” Video Campaign Earns a Silver Telly Award

The LOSSAN Agency in partnership with GOAL Productions was honored for a social media video campaign promoting train travel and tourism in Southern California

ORANGE, Calif., June 11, 2020 / -- The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency, which oversees the [Amtrak® Pacific Surfliner®](#) service, was honored alongside its video marketing partner, GOAL Productions, at the 41st Annual Telly Awards. The agencies received a Silver Telly Award in the “Social Video - Travel & Tourism” category for the Pacific Surfliner “Hug the Coast” campaign.

The Telly Awards honors excellence in video and television across all screens and celebrates work from the top international advertising agencies, production companies, television stations, cable operators and corporate video departments. This year, the Telly Awards received more than 12,000 entries from all 50 states and five continents.

“It is an honor to receive the industry’s recognition in support of our marketing campaigns that showcase the beauty of the Pacific Surfliner route while telling the unique stories of the diverse communities we are proud to serve,” said LOSSAN Agency Chairman Al Murray.

“We have enjoyed partnering with the LOSSAN Agency to capture the unique experience of the Amtrak Pacific Surfliner train, while also creating a visual narrative that moves audiences emotionally and encourages them to travel by train,” said Robert Ballo, President of GOAL Productions.

Through campaigns like “Hug the Coast, the Pacific Surfliner is able to grow awareness of train travel and make its public transportation offering more accessible to the public. The LOSSAN Agency and GOAL Productions began collaborating on visual content for web and social media in 2017. GOAL has since traveled up and down the 351-mile rail corridor numerous times to capture the footage used to create a series of “Hug the Coast” videos and other visual campaigns. Digital storytelling is one of the key elements of the Pacific Surfliner’s integrated media campaigns, which are designed to increase online bookings, promote customer engagement, and increase overall visibility of the service in key markets along the rail corridor.

To view the award-winning “Hug the Coast” videos, visit <https://pac.surf/hugthecoast>.

About the Pacific Surfliner

The Pacific Surfliner travels along a 351-mile coastal rail route through San Diego, Orange, Los Angeles, Ventura, Santa Barbara and San Luis Obispo counties, serving 27 stations. It is the busiest state-supported intercity passenger rail route in the United States with 26 daily trains and annual ridership of nearly 3 million. To learn more and plan a trip, visit PacificSurfliner.com.

About the LOSSAN Rail Corridor Agency

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency is a joint powers authority composed of rail owners, operators and planning agencies along the entire LOSSAN rail corridor. In addition to working to improve passenger rail ridership, revenue, on-time performance, operational flexibility, and safety, the LOSSAN Agency assumed management responsibility for the Pacific Surfliner service in July 2015, following the execution of an interagency transfer agreement with the state of California. For more information, visit lossan.org.

About GOAL Productions

GOAL Productions, Inc. is an award-winning full-service creative video production agency in the heart of Southern California. GOAL tells digital stories that get results. GOAL provides all necessary pre-production planning services, production equipment and personnel, as well as post-production editorial to deliver the best and most engaging content. To learn more and watch samples, visit goalproductions.com.

For More Information:

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