

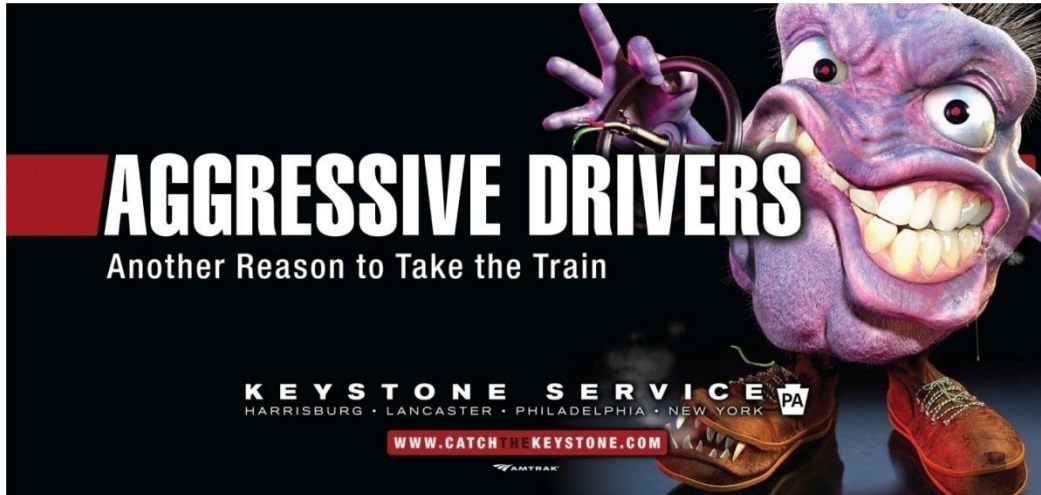
PennDOT "Monsters" Campaign; www.CatchtheKeystone.com creative

Aggressive Drivers

Billboard



Gas Pump Topper



Toll Booth Window



Construction

Billboard



Toll Booth Window



Multi-Taskers

Billboard



MULTI-TASKERS
Another Reason to Take the Train

KEYSTONE SERVICE PA
HARRISBURG • LANCASTER • PHILADELPHIA • NEW YORK

WWW.CATCHTHEKEYSTONE.COM

AMTRAK

The billboard features a central illustration of a green frog character dressed in a plaid business suit and tie. The frog is depicted as a multi-tasker, with several arms performing different tasks: one arm holds a blue mug, another holds a map, one is on a mobile phone, and another is pointing at a laptop screen. The background is dark with a red horizontal band behind the main text.

Gas Pump Topper



MULTI-TASKERS
Another Reason to Take the Train

KEYSTONE SERVICE PA
HARRISBURG • LANCASTER • PHILADELPHIA • NEW YORK

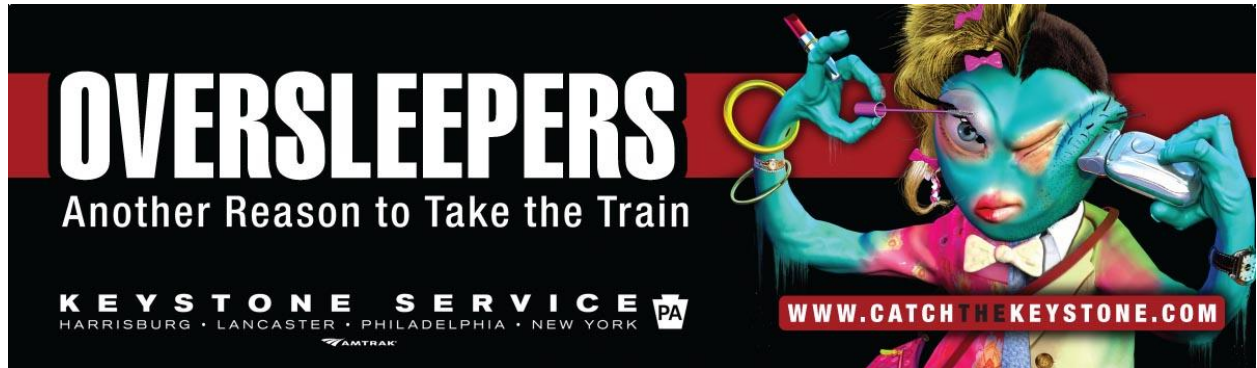
WWW.CATCHTHEKEYSTONE.COM

AMTRAK

This version of the advertisement is a smaller, vertical format. It features the same multi-tasking frog character in a plaid suit, performing various tasks like holding a mug, a map, a phone, and pointing at a laptop. The layout and text are identical to the billboard version, with a red horizontal band behind the main text.

Oversleepers

Billboard



Gas Pump Topper

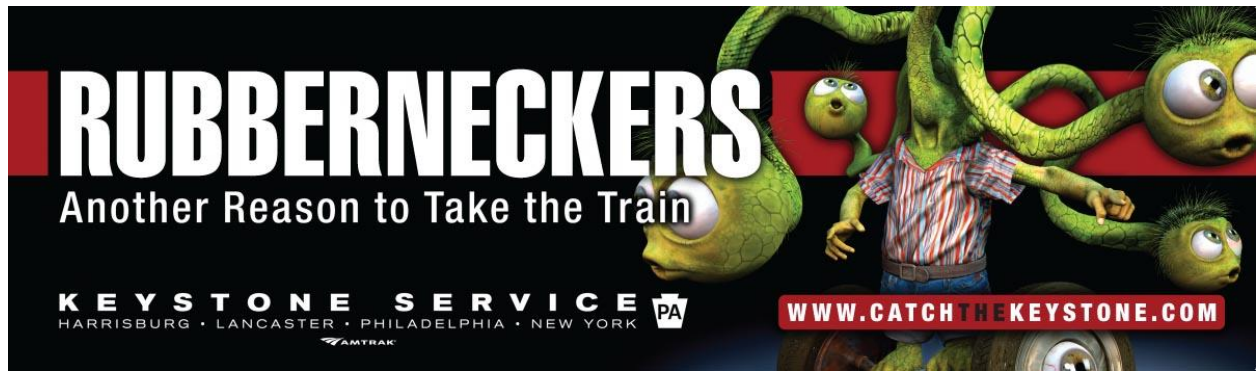


Toll Booth Window

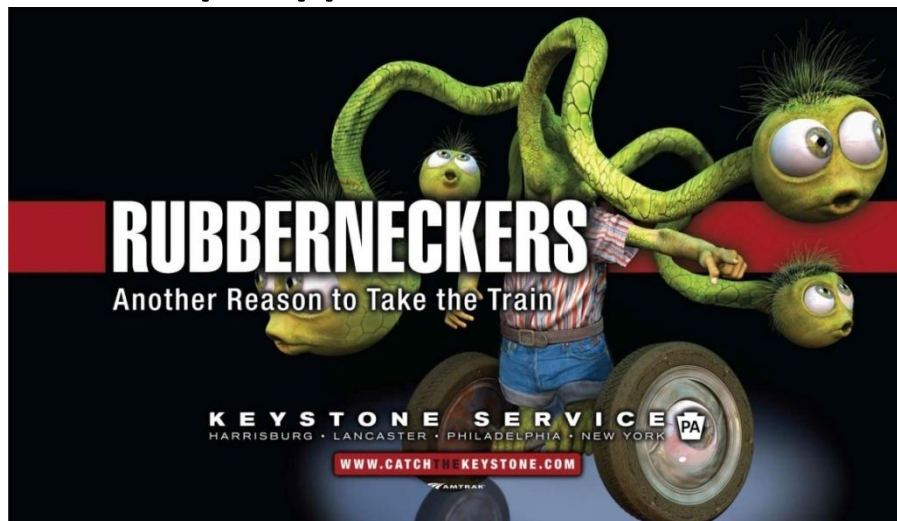


Rubbernecker

Billboard



Gas Pump Topper



Toll Booth Window



Oversleeper Billboard Along a Highway



Multi-Taskers Billboard Along Interstate 83 South



Aggressive Driver and Construction Gas Pump Toppers

