

Our Story

Since 1914, Greyhound has been bringing people together. We believe in the importance of making connections the same way our riders do.

Such as in 1945, when a man took a Greyhound after World War II ended to reconnect with his lost love.

Or in 1963, when a college student needed to take a Greyhound to get back home to join her family for the holidays.

And then in 1999, when that same student needed to board a Greyhound to make it to her best friend's wedding.

We were always *there*.

Greyhound is dedicated to helping you make memories that last a lifetime.

This version is distinct as it takes an emotional approach and focuses on human connections, making it relatable to the target consumers.

Our Story

When I was 4

I took my first trip ever. I can't remember a single thing, but pictures of a young child with mickey mouse ears on brings me joy.

When I was 9

I traveled to New York and saw Times Square for the first time. I still remember the bright lights and large crowds that made walking a struggle.

When I was 15

I visited Georgia and went to the World of Coca-Cola and Georgia Aquarium. I can still remember how bad my stomach hurt after trying so many sodas.

When I was 21

I had my first ever professional job interview in Chicago. I still remember how confident I felt afterward as I rode a bus back home

When I was 23

I remember waking up in Las Vegas, the whole week was a blur but absolutely unforgettable.

The time is now.

We pride ourselves on creating memories. With affordable prices and 2,400 locations around the US there is nothing to hold you back from choosing Greyhound for your next traveling experience.

This version is distinct because it's told as a story traveling through time. I used legitimate statistics adding a sense of credibility and transparency.

ABOUT US

RIGHT NOW,

SOMEONE IS BOARDING A GREYHOUND TO MAKE IT TO WORK.

SOMEONE IS BOARDING A GREYHOUND TO GO VISIT THEIR PREGNANT SISTER.

SOMEONE IS BOARDING A GREYHOUND TO GO BACK HOME FROM COLLEGE.

SOMEONE IS BOARDING A GREYHOUND TO GO TO THEIR VACATION HOME.

SOMEONE IS BOARDING A GREYHOUND TO SURPRISE THEIR PARENTS.

EVERY YEAR, GREYHOUND TRANSPORTS 2 BILLION PEOPLE. 2 BILLION DIVERSE PEOPLE WITH DIFFERENT DESTINATIONS.

ALTHOUGH ALL OF OUR DESTINATIONS ARE DIFFERENT, WE ALL START AT THE SAME PLACE. WE BOARD A GREYHOUND.

This version is distinct because it expresses common reasons that someone would take a Greyhound and focuses on differences between riders.

About Us

The Good

Greyhound prides itself on affordable, accessible, and safe transportation. Having around 2 billion passengers a year, getting to a destination has never been easier.

The Bad

Greyhound is a form of public transportation which entails a whole different experience; frequent stops and layovers, people that might not have taken a shower in days, and those who act as if they're on a private charter bus. Definitely not the most appealing of experiences.

The Ugly

“If I could give no stars I would”

Greyhound has got to be the worst way to get anywhere in the United States. - TravelerBrooke

“Unacceptable”

This was one of the worst experiences of my life. - Laurens

The Facts

With 72% of our ratings being 1 star, we know we aren't the best option but we're affordable. We'll get you there.

This version is distinct as it expresses the human truth behind Greyhound. It is relatable as it pokes fun at Greyhound while still expressing the benefits.

Our Story

GROWING UP, I CAN VIVIDLY REMEMBER THE EXCITEMENT OF TRAVELING. WHETHER WE WERE JUST GOING TO MY GRANDMOTHER'S OR HEADING TO FLORIDA FOR VACATION. THERE WAS ALWAYS SOMETHING INTRIGUING ABOUT THE UNKNOWN.

STARING OUT THE WINDOW, THERE WAS SOMETHING MAGICAL ABOUT WATCHING BUILDINGS FLY BY, A CHANGE OF SCENERY, AND WATCHING DIFFERENT DRIVERS TRYING TO MAKE IT TO THEIR VERY OWN HAVEN.

RIDING THE BUS WASN'T JUST ABOUT GETTING TO THE DESTINATION, IT WAS ABOUT THE EXPERIENCE; THE CRYING BABIES, THE LOUD CHEWING OF THE GIRL BEHIND ME, THE UNCOMFORTABLE SNORING OF THE OLD MAN IN THE BACK OF THE BUS, AND THE SMELL OF FEET FROM THE WOMAN THAT THOUGHT IT WAS OKAY TO TAKE OFF HER SHOES.

APPRECIATING THE JOURNEY IS JUST AS IMPORTANT AS THE DESTINATION. GREYHOUND DOESN'T PRIDE ITSELF AS BEING A 5-STAR LUXURY FORM OF TRANSPORTATION BUT WE ARE REAL. EVERY YEAR 2.2 BILLION UNIQUE INDIVIDUALS BOARD OUR BUSES, ALL FROM DIFFERENT BACKGROUNDS CREATING A DISTINCT EXPERIENCE.

SOMETIMES YOU JUST HAVE TO APPRECIATE THE JOURNEY.

This version is distinct it takes a story-telling approach expressing a personal view of a bus-ride. It focuses on the journey a Greyhound has to offer.