Communication and marketing

Introduction

Public knowledge and attitudes have a major effect on travel behaviour, so marketing is an essential component of any demand management programme. The success of lasting behaviour change can be seen though the drink-driving and safety belt campaigns.

Information provision and marketing can help increase the acceptance of initiatives designed to manage the demand for travel. They do so by increasing understanding of why there is a need to change travel behaviour, and providing information about alternative modes for some journeys.

Objective

The aim of marketing and communications as part of a travel behaviour change initiative is to raise awareness, change attitudes, improve safety, ease congestion and provide information about different travel modes.

Elements of an effective marketing campaign

A programme needs to aim to make changes in behaviour that are achievable, obtainable, realistic and effective in terms of addressing the identified problems and concerns. A central message to programme participants is that small changes make a difference.

Effective marketing campaigns should:
- provide clear and consistent messages
- provide targeted, accessible, legible and easy-to-use information on relevant travel options
- identify what the motivators for change are (what are the underlying concerns of the target audience, eg health and fitness, safety, cost or environmental impacts)
- emphasise positive benefits to participants, including enjoyment and health
- create strategies to make and maintain change – ideas that make trying out and using alternatives modes obtainable, realistic, convenient and attractive to individuals and show how changes in behaviour can be incorporated into everyday life
- focus on small, incremental changes
- regularly survey potential users to identify their needs and preferences, and evaluate the acceptance and effectiveness of marketing efforts.

Campaigns will be most effective in areas with effective public transport systems or other options for safe, accessible and sustainable transport.
Benefits

The benefits derived from effective marketing as part of a travel behaviour change programme will vary depending on the focus of the marketing. They may include the following benefits:

| Accessibility | Communications and marketing can provide those who do not have access to a car with information about other modes of transport such as public transport and active modes. This may help them to reach basic community activities and services such as work, education, health care, welfare and shopping. |
| Environment | A successful marketing campaign will have a positive effect on the environment with cleaner air, reduced road run-off and more livable urban environments. |
| Health and fitness | Greater use of public transport and active modes will lead to better health, lower stress levels and higher fitness levels for those who choose to leave their cars at home. |
| Congestion reduction | By helping to convince car drivers to try other modes of transport, a targeted communications programme may help to lower traffic congestion levels at peak times. |
| Cost savings | Individuals will save money through reduced car operating and parking costs. |

*Cycle lanes in New York City, USA*
### Strategic interventions for communication & marketing

#### Social marketing

Using marketing techniques to change public behaviour is known as social marketing. It uses commercial marketing principles, along with other concepts and techniques, to achieve specific behavioural goals with public good outcomes. It is a carefully planned, long-term approach to changing human behaviour.

Social marketing is consumer-focused and relies on understanding the needs and wants of the target group. If the scheme is successful, those needs and wants have been met, while also benefiting the group and society as a whole, rather than making a financial profit.

#### Marketing mix

The marketing mix is a fundamental feature of both commercial and social marketing. The marketing mix usually consists of four elements:

- **product**
- **price**
- **place**
- **promotion**.

In social marketing, it also includes:

- **policies**
- **public/stakeholders**.

#### Voluntary and mutual exchange

When planning the strategy, the social marketer needs to ask questions such as:

- Why would this person change their behaviour?
- What’s in it for them?

This principle is often called mutual exchange.

Social marketing results in the person changing their own behaviour if they decide what the social marketer is offering in exchange is worth having. It assumes individuals have resources such as time or money and are willing to exchange these for a range of perceived benefits.
Strategic interventions for communication & marketing contd

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<th>Research</th>
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<tr>
<td>A good social marketer must have a good understanding of the target audience. Research should underpin every step of the social marketing process, including:</td>
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<tr>
<td>• strategy development</td>
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<td>• target audience analysis and segmentation</td>
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<td>• development of messages and choice of channels</td>
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<td>• programme monitoring and evaluation.</td>
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<th>Market segmentation</th>
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<td>In social marketing, the population of interest is divided into groups to maximise the likelihood of success.</td>
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<td>Different people have different needs and wants. By dividing the population of interest into groups with similar characteristics, choices can then be made about which segment(s) to focus on and appropriate strategies developed.</td>
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<th>Management</th>
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<td>Because social marketing is a multifaceted and long-term approach, project planning is important to make any campaign a success.</td>
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The NZ Transport Agency’s BCA Strategic Options toolkit
Edition 2, Amendment 0
Effective from September 2014
Strategic interventions for communication & marketing contd

Travel Blending® has been used in Australia, the UK, the US and Chile. The initial
development work was undertaken in Australia. Travel Blending® involves in-depth
analysis of people's travel behaviour, followed by detailed suggestions on how
behaviour could be modified, with follow-up monitoring and feedback (Rose and
Ampt, 1997; Ampt and Rooney, 1999).

The term ‘travel blending’ is used to describe how individuals can reduce car use by
blending, or mixing, their travel choices over time. This could be through:

- thinking about activities and travel in advance (eg in what order can activities be
done, who should do them, where should they be done)
- blending modes (eg sometimes car, sometimes walk, sometimes public transport)
- blending activities (eg doing as many things as possible in the same place, or on
the same journey)
- blending over time (eg making small sustainable changes over time on a weekly
or fortnightly basis).
Individualised marketing was developed by SOCIALDATA in Europe in the 1990s.

The main focus is to encourage public transport use by focusing programme resources on those people who are most likely to change their behaviour. Individualised marketing is based on the concept that people perceive public transport to be worse than it is in reality. When provided with accurate information, people can identify trips where public transport is convenient. If enough people make small changes, this will result in reduced congestion.

Individualised marketing uses personal contact to accurately identify the households where individuals are willing and able to change.

All households in a region are contacted and surveyed and a control group is identified. The target group is then divided into ‘regular users’, ‘interested’ and ‘not interested’.

‘Regular users’ are provided with a gift and information, if requested. The ‘not interested’ group is no longer contacted. The ‘interested’ group is then supported with home visits, information and motivation, if necessary, to identify trips where they can easily use public transport, walking and cycling.

Six months later, the whole region is surveyed again and the results of the target group are measured against the control group.
Case study – Darlington, UK, sustainable demonstration travel town

Darlington Borough Council was one of three towns in the UK that successfully bid for funds from the Department for Transport (DfT) to become a Sustainable Travel Demonstration Town. The DfT agreed total funding of £10 million over five years. Darlington’s share was £3.24 million which commenced in the 2004/05 financial year.

The aim of the original Darlington scheme was to encourage as many people as possible to become creative with their travel choices. Darlington branded the movement ‘Local Motion’ and the Council employed a marketing agency to produce the Local Motion logo and resource materials. The target was a 10 percent reduction in car driver trips.

Scheme design

The original Local Motion campaign consisted of:

- an individualised travel marketing (ITM) programme that targeted 40,000 households (£850,000) and consisted of a team of travel advisors making doorstep contact with residents and engaging them in conversation about their travel needs, problems and potential solutions
- school travel planning/Medal Motion campaigns where local schools were given incentives to introduce travel plans (grants of £5000 per school were provided)
- bikeability and pedestrian training
- Bike It initiative (12 schools)
- workplace travel planning/health campaigns
- Local Motion club (10,000 households recruited)
- wide range of free travel information
- events
- free cycle loan scheme
- salary purchase schemes – cycles/bus tickets.

Results

Figures taken from surveys of 1500 residents show that car journeys reduced by 11.5 percent, while there was a 6.6 percent drop throughout the rest of the town. This was when comparing changes in travel behaviour from the target area between 2004 and 2006.

In the area visited by travel advisors, there was a 24 percent increase in people making journeys on foot and a 79 percent rise in cycling trips. In other areas, walking rose by 8.3 percent and cycling by 54 percent.

Scheme extended

Beginning in 2012, Local Motion Travel Advisors began visiting around 70,000 homes in Bishop Auckland, Darlington, Newton Aycliffe, Shildon and the surrounding villages. The purpose of these visits is to talk about local transport and the travel options available, with tailored advice on how to improve health and save money by travelling more sustainably.

Advisors and Rangers can also be spotted in and around town, on buses and aboard trains, monitoring local transport services.

Throughout the year the Local Motion team are also running a number of community and school events, including MEGA Friday Walks to school and the annual MEGA Friday and MEGA Summer Festivals.
Case study – Melbourne and Perth, Australia, individualised marketing campaigns

**South Perth Pilot**
Following the implementation of an individualised marketing campaign (IndiMark) in South Perth in 1997, a follow-up survey in February 2000 showed that individualised marketing is an effective tool to foster the use of alternative modes and reduce the share of motorised private transport:

Car use (as driver) went down by 10 percent. At the same time, walking increased by 16 percent, cycling by 91 percent and public transport by 21 percent. And these figures for mode choice stayed constant even after more than two years. Walking is still 14 percent of all trips as it was immediately after the IndiMark campaign, compared with 12 percent before IndiMark. Cycling doubled from 2 percent to 4 percent and stayed at this level. The car-driver share decreased from 60 percent to 54 percent right after the IndiMark campaign and kept this level in February 2000.

The range of activities and the number of trips taken remained the same, but overall travel time increased by four minutes and the distance covered decreased by 2km. These changes stayed constant over time.

**Darebin, Melbourne**
In 2004, the Victorian Department of Infrastructure conducted a large-scale community TravelSmart project in the local government area of Darebin, Melbourne. Approximately 30,000 households were contacted over several months using the IndiMark technique. The objectives of the project were:

- to achieve a 10 percent reduction in car trips and car kilometres across the target population, without restricting personal activity or attracting adverse community or political reaction
- to raise awareness of travel behaviour change, to facilitate a greater understanding of travel behaviour change and to encourage positive attitudes towards travel behaviour change.

The results of the before and after household travel surveys indicate that households who participated in the programme decreased their vehicle kilometres travelled by around 7 percent, but did not show an increase in public or non-motorised transport use. Households who did not participate in the campaign appear to have increased their car travel and decreased their use of public transport. Over the whole target population, the positive travel behaviour changes of participating in TravelSmart households appear to have been countered by the negative travel behaviour changes of non-participating TravelSmart households to the degree that there is negligible change across the whole community.
Case study – London Olympics 2012

**Background**
The Olympics Games and Paralympic Games were held in London in 2012. The Olympics ran from 27 July – 12 August and the Paralympics from 29 August – 9 September. With the city’s public transport network already providing a staggering 12 million journeys each day, a daily increase of 25% was predicted for the busiest periods during the Games.

To cope with the increased demand, Transport For London (TfL) undertook a number of service enhancements on the public transport and road network. However, it was recognised that these enhanced services and operational performance on the network would be insufficient on their own. A significant change in travel behaviour by regular travellers – residents, workers and visitors – would also be required.

For this reason, TfL launched a comprehensive communications campaign well in advance of the Games. The campaign consisted of information and support for businesses, particularly in those areas most affected by the Games. They also launched a website, www.getaheadofthegames.com, aimed at both residents and visitors.

**Information provided**
The getaheadofthegames website provided information on how journeys would be affected, alternative routes and updates on what stations to avoid and when. In addition, London’s travelling public were able to get live travel updates on Twitter, via the @GAOTG handle.

The ‘Get Ahead of the Games’ website also offered a selection of special deals to encourage people working in Games transport hot spots to make the most of what London has to offer and delay their journeys home to outside peak hours. Deals were offered by companies including The Sanctuary Spa, Madame Tussauds, Apollo Cinema and London theatres.
TFL carried out research to assess the impact of the Olympic marketing campaign and whether it had led to any lasting behaviour change (see http://www.tfl.gov.uk/assets/downloads/corporate/olympic-legacy-personal-travel-report.pdf). The results were as follows:

- During the two weeks of the Olympics, more than 75% of Londoners made some sort of change to their normal travel patterns:
  - 63% reduced their travel
  - 28% changed the time of their journeys
  - 21% changed route, and
  - 19% changed mode.
- More than half of all travellers made more than one type of change
- 15% of regular travellers who made a change to their travel during the Games have since continued with that change:
  - 4% reduced their travel
  - 4% changed the time of their journeys
  - 3% changed route, and
  - 3% changed mode.
Case study – Transport Agency TV Advertising Campaign

Background
Speed is known to be one of the biggest killers in road crashes and in 2013, 83 people were killed and 408 were seriously injured in speed-related crashes.

The Transport Agency launched the "Mistakes" TV speed campaign in January 2014 aimed at those who generally don’t consider themselves to be speeding but who regularly drive at a few kilometres over the posted speed limit.

Approach
Previous campaigns have shown that the faster you go the less time you have to react, the longer it takes to stop and the bigger the mess when you do stop. However, many people still deny this truth or think it doesn’t apply to them. Their speed may be over the limit but it is minimal, e.g. 107 km/h in a 100 km/h area. In their minds they’re not 'speeding', but driving comfortably, and they feel in control.

This campaign aims to reframe the way that people look at their speed when they’re driving. A person may be a good driver but they can't deny that people make mistakes – after all, to err is human. However, on the road, even the smallest of mistakes can cost us our life, or someone else's.

The key message of the advertisement is that the speed a person chooses to travel at needs to leave room for any potential error – whether it is theirs or someone else's. At speed, there is less opportunity for a driver to react to a mistake and recover.

See the advertisement at http://www.youtube.com/user/NZTransportAgency.
Complementary measures

**Tourist demand management**
Marketing that targets tourists has a high potential to create mode shift due to the tourist being in the country a relatively short period of time, not being committed to a fixed asset and more willing to try alternative.

**Traveller information services**
When travellers are seeking information they are receptive to communication and marketing that may change their travel behaviour.

**Accessibility planning**
New and existing public transport services and cycling routes that are well promoted to the community increase the accessibility of an area.

**School and workplace travel plans**
Travel plans rely upon an informed public choosing to change their travel behaviour. By providing targeted information and marketing to this group, the desired changes are more likely to occur.

What other policies may this address

**Health**
Marketing is a key way to encourage behaviour change. The incorporation of active transport into a regular routine promotes a healthy lifestyle. When addressing the policy issue of obesity the marketing of active transportation needs to be a consideration.

**Environmental issues**
Transportation has both positive and negative impacts on the environment. With environmental policy the marketing of behaviour change that increases the positive impacts and decreases negative impacts of transportation is important.

**Congestion**
Congestion can be reduced through travel behaviour change. This will occur only when alternatives and made available and the benefits of those alternatives and promoted to travellers.
Further information

Resources

Local Motion
http://www.darlington.gov.uk/LocalMotion/default.htm (accessed 18 February 2014)
