

# RESEARCH SUMMARY

<b>Title</b>	<b>Investment Programme communications development</b>
<b>Objective</b>	Development of communications for London Underground Investment Programme Benefits campaigns
<b>Date</b>	July 2009
<b>Methodology</b>	8 focus group discussions with Tube users

## Key findings

- Response to the creative routes was positive overall and gave a clear indication of which concepts would best meet the communications objectives as well as offering guidance for development.
- The best performing concepts were working on three levels:
  - Delivering a clear message which can be translated into a customer benefit , underpinned by a sense of care for the customer.
  - Leveraging the colours of the LU lines within the creative to communicate branding of the campaign and evoke positive emotions from LU customers.
  - Working in line with the new LU Marcomms guidelines.
- For the CBYT campaign, one execution (Barcode) was working most effectively as it used the colours of the LU lines to create a striking, eye-catching campaign.
  - Furthermore, the concept linked checking behaviour to a specific weekend activity (shopping). This was powerful as it provided a specific motivation and reason to check for weekend closures.
  - It was recommended that other executions be developed along the same lines, retaining the style values and linking to other important weekend tube journeys (e.g. attending sporting or cultural events, national and international travel, longer journeys for days out).
- For the Benefits / Milestones campaign, two creative routes were identified as having potential to be developed, each with their own strengths and weaknesses:
  - Workmen: was liked for delivering a straightforward yet human message about the ongoing work, and evoked positive emotions and empathy towards LU and the IP.
  - Colours: was seen to deliver a more celebratory message about achievements to date but was sometimes perceived to be overly self-congratulatory and abstract in its delivery.

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