

RESEARCH SUMMARY

Title	Oyster brand research		
Objective	Explore Oyster brand perceptions from the customer perspective, including the potential for brand stretch, with particular focus on Oyster being the supporting vehicle for new travel products and services.		
Date	04/11/2011	Agency	2CV
Methodology	Five one and a half hour group discussions		

Abstract

Understanding Oyster from the customer perspective is required to help inform the future business strategy for the brand within the context of future ticketing. Customers currently associate Oyster with both the card and the Oyster system of fares collection. Oyster is a trusted functional brand that offers a number of customer benefits, including flexibility and low risk. Oyster is welcomed as the vehicle and the continuity needed for easing the transition to future ticketing.

Key findings

There are a number of positive attributes to the Oyster brand currently; Oyster is a trusted functional brand that offers a number of customer benefits and is associated with low risk, convenient travel.

While there are some issues around system understanding and reliability, Oyster provides customers the flexibility to develop personal strategies for managing the system, their money and issues with Oyster. As such, any change for Oyster also means significant habit changes for customers.

There is an expectation that Oyster will develop alongside other payment methods and systems. There is also openness to Oyster expanding to other cities and modes of transport.

Oyster can be the vehicle and continuity needed to ease the transition to future ticketing. The Oyster brand can reassure and retain customer trust in the system, while dual branding of Oyster and the contact symbol helps customers feel they can 'opt in' to a new way of paying for Oyster, rather than being 'forced'. However, customers will require help to minimise risks and stay in control as there are several concerns around the merging of banking and travel card payment.

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