

RESEARCH SUMMARY

Title	Contactless benefits and Monday-Sunday Capping message proposition research		
Objective	Explore awareness of contactless and responses to benefit led messaging and Mon-Sun capping propositions		
Date	27/07/2015	Agency	2CV
Methodology	2x 4 hour hall tests with 44 customers in the Oxford Circus area – <i>mix of commuter / leisure users / tourists and payment types (Oyster, paper ticket, contactless)</i>		

Abstract

Not all customers are aware of contactless, so messaging needs to work harder to clarify what it is. Customers have varying views on the motivations to use contactless due to different ticket types, reasons for travel and frequency of travel. The 'butterfly' poster isn't resonating with enough customers as it lacks stand out and 'go anywhere' is not seen as a benefit unique to contactless. To encourage contactless trial, benefit led messaging must be credible, tangible (eg no need to top up / queue) and not subjective (eg quicker). Many customers do not understand Monday-Sunday capping, although once explained, the benefits can be motivating. Communications need to work together to create awareness and understanding of contactless and its benefits.

Key findings

Customers have varying awareness of contactless with some mistaking it as a feature of Oyster. The current and potential messaging needs to work harder to link contactless with customers' bank cards to avoid this confusion and open them up to the benefits. Customers also have varying views on the benefits and motivations to use contactless; ticket types, reasons to travel and frequency of travel all have a part to play. Therefore communications need to work together to build a picture of what it is like to use contactless from different viewpoints.

The current 'butterfly' poster is not resonating with enough customers, it's not clear that it is for London transport and 'go anywhere' is not felt to be a benefit unique to contactless. Benefit led communications must be tangible and credible, not subjective (eg quicker) - '*Never need to top up*' is the clearest tangible benefit that works as a stand-alone message. Monday-Sunday capping messaging is only motivating to those who understand what capping is. Most visitors and some commuters are not familiar with capping so they cannot appreciate the benefits. When customers understand what it is, they feel that the '*never pay more*' message is easiest to understand

Benefit led messaging and Monday-Sunday Capping cannot work alone to motivate a broad range of customers. Customers must first be aware of what contactless is as a payment option and understand what capping means. Creative posters need to clearly communicate

that they are about a London Transport payment option.

Job number: 15051