

RESEARCH SUMMARY

Title	Buses initiatives communications development	
Objective	To explore customer response to the campaign ideas and performance against the primary campaign KPI <i>Primary campaign KPI: Buses reputation management, maintaining or improving brand momentum</i>	
Date	July 2011	Agency: 2CV
Methodology	8 x 1 hour focus groups of bus users with different levels of usage, spread of life stages, SEG and recruited from inner and outer London	

Abstract

Through visual style and use of the word 'Better' the creative ideas tested communicate the improvement, modernisation and progress of London Buses. However, the core USP of each initiative was not always clear and this aspect of the campaign could be improved. Each of the advertised initiatives has a strong consumer benefit which could be better positioned as a personal benefit to the user, optimising the campaign's positive impact upon brand momentum.

Key findings

- On a campaign level the intended message of modernisation, progress and getting 'better' is clearly communicated via:
 - The modern yet approachable visual style
 - The use of consumer language in 'Better' and the three word headlines
- The USP of each works best when positioned as a benefit to the user / self:
 - ***Predicted bus time service*** – saves you waiting around for a bus
 - ***Hydrogen and hybrid buses*** – cleaner air for you / London
 - ***A new bus for London*** – a new bus designed for Londoners
- However, on a message level the USPs aren't always fully communicated
 - Sometimes leaving people to draw their own conclusions
 - USPs of initiatives could be made clearer to maximise brand momentum

Job number: 11030