

RESEARCH SUMMARY

Title	Congestion charging communications development
Objective	Assist in the selection and development of a unified creative approach for Congestion Charging (CC) advertising
Date	Autumn 2010
Methodology	6 x focus groups with drivers from across London, all payers of full charge, with varying frequency of entering the zone and paying using various methods. Residents of the CCZ and WEZ were excluded

Key findings

- Four critical success factors for a CC campaign were identified:
 - The information being transmitted needs to be comprehensive (ie it should tell people everything they need to know about the scheme)
 - It should create empathy between drivers and TfL
 - It needs to be flexible enough to encompass different messages (through the visual execution)
 - It needs to be visually engaging
- None of the individual creative routes evaluated met all four of these criteria, although different elements were working for each
- Tone of voice is particularly critical to the development of a congestion charging campaign in particular it needs an adult to adult tone. It should not attempt to be 'charming' (because the nature of TfL's relationship with drivers does not allow this). Ideally it should use language drivers can empathise with

Job number: 10012
