

RESEARCH SUMMARY

Title	TfL Campaign Evaluation – ‘What we stand for’		
Objectives	This research is designed to monitor the recognition and the impact of TfL’s ‘What We Stand For’ (WWSF) campaign. The campaign consists of the ‘Re-investment’, ‘Journey Planner’ and four ‘Future Plans’ ads.		
Date	10 th May 2016	Agency	TNS UK
Methodology	Interviews were conducted online 10 th March - 16 th March 2016 with 907 Londoners aged 16+		

Abstract

There is a high level of recognition of the WWSF campaign. Reactions to the campaign on ad diagnostics relating to TfL’s reputation were very positive. The ‘Reinvestment’ ad appears to be the strongest of the executions in terms of impact on brand reputation, followed closely by the ‘Journey Planner’ ad.

Key findings

Overall recognition of the WWSF campaign (including recognition of the ‘Reinvestment’, ‘Journey Planner’ and/or ‘Future Plans’ ads) is at 41 per cent among Londoners. Each of the six individual ads achieved a good/reasonable level of recognition (compared to performance benchmarks).

Among those who have seen the campaign, there are high levels of agreement that the ads make them feel TfL cares about its customers and communicates openly and honestly. On both of these reputational ad diagnostics, agreement is strongest for the ‘Reinvestment’ ad. This is followed closely by the ‘Journey Planner’ ad. The four ‘Future Plans’ ads perform on par with one another.

Recognition of the ‘Reinvestment’ ad has increased significantly over the past year (from 14 in January 2015 to 28 per cent in March 2016). The ‘Reinvestment’ ad appears to have a positive impact on perceptions that “TfL reinvest their income to improve their services for customers”, with recent activity halting the downward trend in agreement.

Exposure to ‘Journey Planner’ and ‘Future Plans - Northern line’ ads appears to have increased awareness of their specific investments. The ‘Future Plans – Cycling’ and ‘Future Plans – Crossrail’ ads have not.