

RESEARCH SUMMARY

Title	Tube upgrade communications development
Objective	Provide a final check before running the Tube upgrade campaign, to check comprehension and whether the ads are helpful in understanding the plan
Date	January 2011
Methodology	Three, one hour focus groups with six participants in each, including commuters and leisure users and a mix of attitudes to LU. All had been affected by planned engineering works within the last year

Key findings

- The overall response to the set of five advertising executions is positive. The campaign tempers the negativity towards the Tube generally, and engineering works specifically, but won't mitigate them totally. However, it will help support LU's brand reputation while the planned investment programme continues.
- Message comprehension is clear and consistent and most people are left feeling reassured after seeing the ads. LU is seen to be trying to keep people informed and calm about disruptions to their journeys.
- The use of strong, bold headlines across the campaign reinforces that there is a plan, and progress has been made to date. The use of the roundel is on the whole seen to be a strong, visual shortcut to the iconic and historical significance of the Tube, and the importance of the works.
- If it is desired to encourage people to visit the website, the call to action could work harder by emphasising the immediacy and dynamism of information and tools available online, relating to each person's journey.

Job number: 10059