

How to design successful Travel Awareness Campaigns? MaxTag - Travel Awareness Campaign Guide

MAX- Successful Travel Awareness Campaigns &
mobility Management Strategies

Ilse Vleugels, Mobiel 21 (Belgium)

About the MAX project – in general

- Research project 6th EU-framework on mobility management
- Timing october 2006 – October 2009
- 28 partners from 16 countries
- Four thematic research fields:
 - How to make TA-Campaigns better MaxTag
 - Tools to predict & evaluate MM MaxSumo; MaxEva; MaxExplorer; axSem
 - Linking MM to Quality Management MaxQ
 - Integrating Spatial Planning and MM MaxLupo

*Results, tools, guidelines available at www.epomm.org
→mm-tools*

MaxTag – TA campaign guide: background

- In depth analysis of 20 successful campaigns: who, how, why, when,... all design aspects ► critical success factors
 - Transport – non transport
 - Different scale, types, target groups
- Two surveys
 - Amongst 43 local and national coordinators of EMW-initiative
 - How to convince politicians and stakeholders?
 - Amongst 75 car users in five MAX partner countries
 - What messages/messengers are more effective?
- Four demonstrators

Relation with “Towards healthier travel behaviour”?

- Good practice campaigns from health sector (WHO)
 - VERB (USA): National campaign enhancing more physical activity among tweens (9-14y children)
 - Active for Life (UK): How to gain active support from health sector to spread message for more physical activity in daily life
 - Fit for Life (Finl): National programm combined with local grass root interventions targeted at group 40/50+
- In surveys: importance of health as a driver
 - Use of messages, imagery
 - Health-economy-environment
- Demonstrator: involvement local health sector in TA-campaign



The MAX Travel Awareness Campaign Guide

Defining and illustrating
10 steps to a successful
campaign design

3 campaign stages

Planning stage	Step 1: Campaign aim and objectives Step 2: Formative research Step 3: Campaigning the campaign Step 4: Design the social marketing Mix Step 5: Shaping up the plan: SWOT analyses
Implementation stage	Step 6: Deliver social marketing mix Step 7: Monitor, evaluate and adapt Step 8: Document the campaign
Post-campaign stage	Step 9: Post campaign activities Step 10: Campaign legacy

STEP 1: Campaign aim and objectives

- Clear aim and objectives
 - Process & results
 - Objectives → SMART

- Embedded into wider policy aims or into a larger project

► Max tool: MaxSumo



By 2005, there would be a 50% diversion of household waste away from landfill.



The HNR-programme is part of the national Climate Policy Plan in order to reduce CO2-emissions

STEP 2: Formative research: segmentation and baseline evaluation (1/2)

- Segmentation
delineation of target group(s) of the campaign
- ▶ **Max tool: MaxSem**
New model of travel behaviour change - 4 Stages
 - Stage 1: Pre-contemplative stage
 - Stage 2: Contemplative stage
 - Stage 3: Preparation/action stage
 - Stage 4: Maintenance stage



3 target group segments: (1) aspirant holders of a driving licence, (2) actual holders of a driving licence and (3) fleet owners, intermediaries and network organisations

STEP 2: Formative research: segmentation and baseline evaluation (2/2)



- **Baseline survey**

- ▶ **Max tools**

- MaxSumo

- MaxSem

- Stage diagnostic questions to detect segments*

- Baseline survey → campaign design
- Interim monitoring exercise → early indications of effectiveness

- Staged process

- Postal questionnaires and in depth interviews

- CIVITAS measure in city of Preston (UK)



STEP 3: Campaigning-the-campaign: stakeholder and political support (upstream marketing)

Important to

- Generate political support
 - Funding
 - Remove barriers

How? (survey EMW-coordinators)

 - Establish direct contacts
 - Ref. to successful cases
 - Positive tone/rational-emotional
 - Mix of arguments
 - personal invitation to events
- Develop strong links with stakeholders and communities
 - Secure commitment
 - Build a partnership



Europ Mobility Week initiative
León - Spain

Several political actors involved: Ministry of Environment, Government of Castilla and León, Municipality of León (3 departments)



Working group in participating schools: teachers, school manager, parents.

STEP 4: Developing the Social Marketing Mix

- Elements of Social Marketing Mix:
 - **P**roduct or social idea: offer to target audience
 - **P**rice: personal cost/benefits for changing behaviour
 - **P**lace: where more information can be gained: event/exhibition..
 - **P**romotion: message-what, from whom and how
 - **P**eople: interpersonal communication between campaign organisers and their customers
 - **P**rocess: Campaign team can be approached to discuss matters

STEP 5: Shaping up the plan using a SWOT analysis (1/2)

Shaping up a revised plan taking into account:

- Wider policy objectives, clear campaign aims and objectives
- An overview of all data collected to date from the target audiences (attitudes, behaviour, barriers and motivation)
- Plan for monitoring & evaluation
- Overview of the stakeholders and the community and their commitment
- Overview of timescales and resource base
- Overview of core opportunities and how to maximise these
- Overview of infrastructural, regulatory and fiscal interventions and integrate them into campaign design

STEP 5: Shaping up the plan using SWOT analysis (2/2)

- Infrastructure

- City of Almada (Portugal)

- Extra tram line was constructed
 - travel awareness campaign before the construction phase to raise awareness on the project



- Regulatory and fiscal rules

- EMW León (Spain)

- Renovation of the bus fleet to the norms of Euro 4
 - Reduction of the I.V.T.M. taxes for electrical or hybrid vehicles



Summary: key success factors in the planning stage

1. Be SMART about your aims and objectives; check that they are realistic.
2. Ensure that your formative research is comprehensive, especially in terms of market segments and baseline evaluation.
3. Campaigning the campaign is equally important to maintain a momentum.
4. Be flexible regarding the development of a services marketing mix in line with campaign requirements and budgetary limitations.
5. Make time to review your campaign, using a SWOT analysis, so as to fine tune it.

STEP 6: Delivering the Social Marketing Mix (1/3)

1. Campaign message

- Mix of emotion/rational
- Emotions first- followed by rational information
- health as driver = important
- Show that change gives personal (and social) tangible benefits

2. Campaign message giver

- someone believable, trustworthy in the eyes of the target audience, and easy to relate to in the context of the campaign.
- Experts and scientists are more likely to be preferred but also people drawn from everyday life



*Het Nieuwe Rijden: positive and rational campaign, stressing both personal benefits as well as community benefits
But :TV-spot appealing to emotions to raise attention*

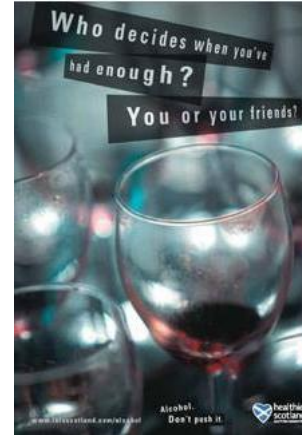


Fit for Life: The people featured in the “fitness calendars” were a real couple; it was recorded for one year by the programme

STEP 6: Delivering the Social Marketing Mix (2/3)

3. Campaign media

- means used to convey the message
- Depends on objectives/target groups of the campaign, the budget availability and expertise of the agency



Binge drinking (Scotland): the campaign uses a mix of media: TV, radio, leaflets, internet advertisement

4. Branding (imagery, logos, wording, colours,...)

- Important to achieve a memorable image
- Not a pre-requisite



Bici Bolzano
Fahrrad Bozen

Bolzano Corporate Cycling: Logo, slogan, colour - the brand "Bici Bolzano- Fahrrad Bozen" is integrated from the letter head of the community paper, to transport and tourism related printing products, design of infrastructure elements

STEP 6: Delivering the Social Marketing Mix (3/3)

5. Relationship marketing

- Establish a two-way communication
- Dynamic
- Individual marketing: 1-to-1
- Community based social marketing: discussions, for a, events, ..

Use of electronic forms of marketing



VERB: VERB used a broad mix of campaign tactics to reach tweens and their parents. The campaign was designed to surround tweens at home, in school, and in the community to give VERB visible presence in their everyday lives.

STEP 7: Monitor, evaluate and adapt

MaxSumo:

(Max-evaluation guide)

- Setting objectives, choice indicators
- Assessment levels: A-I
- Help on decision about evaluation methods:
 - before/after questionnaire
 - Countings
 - Records
 - ..

Assessment		
Assessment of services provided	A	Project activities and outputs
	B	Awareness of mobility services provided
	C	Usage of mobility services provided
	D	Satisfaction with mobility services provided
Assessment of mobility options offered	E	Acceptance of mobility option offered
	F	Take up of mobility option offered
	G	Satisfaction with the mobility option offered
Overall effects	H	Long-term attitudes and behaviour
	I	System impacts

STEP 8: Document the campaign

- Interesting for future reference and transferability
 - Building database and store of material for future campaigns
 - Collect a library of visual and aural records
- ▶ **MaxEva**: database to fill in evaluation results following MaxSumo
- benchmarking

Summary: key success factors in the implementation stage

1. Deliver appropriate measures to the well researched segments
2. Use the full services marketing mix as well as social communication elements
3. Monitor your campaign progress throughout rather than just using a before and after study.
4. Document your campaign throughout so that there is a library of material at the end of the campaign
5. Market upstream to ensure continued involvement and support of stakeholders

STEP 9: Post-campaign activities

1. Post-campaign monitoring

- finalisation of the campaign → provide an accurate picture of its impacts on attitude change/travel behaviour of the target group(s)

It is essential to monitor three elements:

- The community
- The stakeholders
- Politicians

2. Stakeholder/community feedback

- Continue relationship with stakeholders
- Reflect on impact of the campaign

STEP 10: The campaign legacy

Several options for the continuation of publicising the beneficial results

- Campaign Extensions
- Modified Campaigns
- New campaign

Summary: key success factors in the post-campaign stage

To ensure a successful campaign legacy the following benchmarks need to be achieved:

1. A fully documented campaign library which allows the campaign team and other stakeholders to access detailed results.
2. A reflective post campaign report which is used as a basis for campaign extensions and modifications in due course.
3. International recognition of the findings and analysis of the campaign by using ELTIS or EPOMM websites at www.eltis.org or www.epomm.org.
4. The preparation of papers and presentations to use for internal and external dissemination.

Thank you !

Contact: ilse.vleugels@mobiel21.be

MAX results: www.epomm.org

▶ MM-tools