

Transport for London

**Safer Travel at
Night
communications
development**

10041

September 2010

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Research conducted by 2CV

STaN Creative development research

Topline report

September 2010

Objectives

Campaign KPI:

- To maintain/reduce the number of women who would consider using an illegal cab

Research objectives:

- To explore the views of the target audience towards new STaN executions
 - To check comprehension and that the target market is motivated by the campaign message
 - To provide guidance on development of the new campaign

Methodology and sample

We conducted three, one hour focus groups with six women in each. We spoke to a mix of respondents who mainly go out on week nights and those who mainly go out at weekends, as well as those who like to go to new areas when they go out, and those who usually stick to the same places. Half the respondents in each group currently take unbooked minicabs either regularly or occasionally, and half would consider taking unbooked minicabs.

We spoke to the following people in each group:

- Group 1: university students aged 18-22, who go out in Kingston and central London
- Group 2: non-students aged 18-23, C2DE, who go out in central London
- Group 3: non-students aged 24-27, ABC1, who go out in Croydon and central London

Stimulus

We tested three executions:

- 'Strangers'
- 'Wise girls' - with copy line 'Check it's for them'
- 'Wise girls' – with copy line 'Check it's for you'



Feedback

The **'Stranger'** ad was unanimously considered the most effective route in terms of changing people's behaviour in regard to using unbooked minicabs.

The ad resonates with the target audience on a number of levels:

- Very clearly communicates 'just a strangers car' and the link to minicabs is quickly made
 - *'They're right, that's what it is, it's a strangers car...'*
 - *'It's a blanket statement, there's no grey area'*
 - Line delivers a clear and powerful message in its current form
- This 'new news' (or re-framing) provokes a strong reaction and causes re-appraisal of behaviour
 - *'Oh my god, I did that last night, I can't believe I did that, it's so stupid'*
- A number suggested they would pass the message on to others in their peer group
 - To be helpful and appear the smart and caring friend, the wise woman
 - *'Knowing this now makes me want to tell other girls, I think I would do so outside a club!'*
- The message resonates on an emotional level and lingers
 - 'Don't to talk to strangers' is ingrained from an early age
- The level of shock feels right - the ad hints at the consequences rather than overtly displaying them
 - There was some sense that overtly shocking ads can lead to denial/rejection
- The realistic context draws them in; it's an instantly recognisable scene, but the line adds a sinister, creepy overtone

- Represents a point in time when evasive action could be taken (not too late like current STaN ads)
 - *'Seeing the rape scene makes you feel helpless, you can't help her, this idea shows how not to get into the situation'*
- Provides a potential solution, empowering them to take action i.e. use Cabwise
- Nb: the Cabwise 'solution' i.e. number etc. needs to be prominent
- The fact that the warning is aimed at everyone is a positive – it's true for everyone, not just women
 - Not singling out/directly targeting 'vulnerable women'
- The direct, authoritative tone of voice is effective
 - Advice from a boyfriend, uncle, police looking out for your safety
 - It is felt to represent a friendly, protective, archetypal male
 - The logos at the bottom of the ad emphasise this
- The ad treats the viewer as an adult - here is a potential danger, change your behaviour to protect yourself, here's how

The creative execution helps to bring this powerful message to life:

- Depicts an everyday situation (i.e. getting a cab at night) but suggests something potentially sinister with the 'strangers' line
- Not showing any people in the ad allows for self projection into the scene. It isn't proscriptive about the danger, victim, assailant or consequence
 - *'I think you need to be scared into doing things sometimes, but showing the actual scene, sometimes it makes me want to switch off'*
- The colours also match the cabwise logo, which for people that are familiar with the service is an effective link

Other executional strengths:

- Clear, bold font emphasises the simple message and straight-forward tone
- 'Just' adds emphasis
- Semiotically, black and yellow colours represent a hazard, emphasising the message of the ad – not an absolute danger, but a need to be aware

Specific executional guidance

- Potentially make visual clearer (without losing the intrigue that the image stimulates), but still realistic, grainy/dark, sinister
- Cabwise 'solution'/call to action more prominent, especially the number

'Wise girls' has some strong elements:

- The three-step process is a positive message and easy to understand
 - Felt to be something that would stick in their head
 - Could be effective on z-cards etc.
- The advice serves as a good reminder of what to do to be safe
 - 'Check it's for you' is the preferred line
- 'Sit in the back' is new news and therefore intrigues viewer

However, there were also weaknesses in the approach:

- Overall the advice was not new news to most, and the ad therefore lacked impact and talkability
 - *'Maybe this is made for younger girls because we know all of this already'*
- The lack of a consequence if this advice is not followed also made it less effective
 - Women need some level of shock or warning to get their attention and cut through the strong inclination to not change their behaviour

Executionally, there were issues with the 'Wise girls' ad:

- The creative, whilst generally appealing to some, wasn't felt to be suitable for or support the message of the ad
 - Hard to quickly understand what the ad is about, and not communicating anything sinister to draw viewer in
 - *'It could be an advert for a TV program or a show at the theatre'*
- The check list style can give the ad an instructive, parental tone that makes people shut off
 - *'I feel like an older lady is telling me what to do'*
- The 'Wise girls' header was hard to for people to comprehend, and didn't instantly communicate what the ad was about
 - Some sense that calling someone wise for using cabwise implies that people who don't use it are stupid. When reflected upon in the context of rape victims, this was felt to be particularly unsuitable
 - 'Be cabwise' was felt to be better
- There is quite a lot to take in and the Cabwise information can get lost
 - Potential to make this copy more prominent