

RESEARCH SUMMARY

Title	TfL Driver Tool Communications Research		
Objective	Explore response to three advertising routes and the driver tool, and provide guidance for optimisation of the adverts		
Date	29/11/2011	Agency	2CV
Methodology	Six, one hour focus groups with London drivers including a range of lifestages, inner and outer London drivers, regular and occasional drivers, and a spread of journey type and travel tool use		

Abstract

A communications campaign to support the TfL driver tool is being developed by TfL and is due to go live in early 2012. 'Cone' emerged as the most effective route in the research because it quickly communicates that the advert is aimed at drivers and linked to road events (via the cone visual), and contains the most literal description of the tool. This route could form the basis of a product-led advertising campaign but would need to be developed. The advertising should communicate more about the features and benefits of the tool, such as real time information and the breadth of features offered, as this is very well received by drivers. It should also use language that accurately describes the tool and its scope; eg 'avoid delays' is better than 'find out about roadworks'.

Key findings

Drivers respond to the tool extremely well as it offers a number of unique features and benefits, such as the provision of real time information and information specific to individual journeys via the map, and this is viewed as coming from a credible and reliable source, TfL.

None of the creative routes (Cone, Steering Wheel or Know Before You Go) communicate the tool or benefits clearly. Without a concrete description of the product, drivers are left guessing about the nature of the tool and can become sceptical about TfL's motivations for launching it (largely because they do not link TfL to the roads and think they are pro-public transport).

Driver responses to the 'Cone' route indicate that it could form the basis of a product-led advertising route. The cone visual works on several levels: it announces new news; it indicates the advertising relates to driving and road

events; and it emphasises the announcement element of the product. It also contains the most 'literal' description of the product which helps minimise confusion and scepticism.

The 'Steering Wheel' routes highlights that while the frustration experienced on London's roads resonates with drivers, many do not want to be reminded of this negative emotion. Abstract images are also too ambiguous, compounded by the unclear product explanation. 'Know Before You Go' shows the need for imagery to communicate the connection to driving and not undermine the tool's credibility, through the images of psychics.

To encourage people to use the tool, communications need to focus on its features and benefits. They also need to use all-encompassing language to describe the scope of the tool, such as 'avoiding delays' rather than 'roadworks'.

Despite appeal of the tool, drivers feel they would be unlikely to use it on a daily basis when they tend to use travel tools more passively (eg via the radio). They envisage using the tool on a more occasional basis such as when planning longer journeys.

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