

RESEARCH SUMMARY

Title	LU Investment Programme (LUIP) communications development
Objective	Assist in the development of an integrated marketing campaign with the aim of building advocacy among customers
Date	September 2010
Methodology	Eight x 1.5 hour creative focus groups with customers of London Underground (LU). The groups were split by commuters and leisure customers and included a mix of opinions on LU and line usage

Key findings

- Positive and negative opinions of the Tube hang in a delicate balance and it is easier to trigger a negative reaction than a positive one. In the current climate, customers are wary of how their money is being spent and having a sense of return on investment is ever more critical
- Customers demand to be treated as stakeholders in the LUIP. This involves 1) being transparent about the programme and timelines, 2) communicating in an adult-to-adult tone of voice and 3) giving customers the information to understand how the LUIP will affect their specific journeys
- The proposed integrated marketing campaign has the potential to treat customers as stakeholders by using different channels and content to address different stakeholder needs
- The new media campaign elements made the LUIP feel transparent by providing access to the information specifically relevant to their journeys. Customers felt that even if they do not go online, knowing the information is available can help ease frustrations when disruptions occur
- Posters help to guide customers online and work best when 1) an adult-to-adult, clear and not overly informal and colloquial tone of voice is used, 2) they communicate that the works are part of a bigger plan, 3) they provide information specific to lines and key stations
- The 'Man with a plan' press ideas were appealing if the staff come across as genuine, honest and caring about customers' needs eg information on your line or station from the member of staff working on it

Job number: 10026