

Report to the Transport for South Hampshire Joint Committee

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Subject: 'My Journey' Campaign Adoption and Joint Marketing

Purpose of the Report

The report provides background on the process by which the proposed name and logo for marketing campaigns was arrived at and discusses the benefits of taking a co-ordinated approach to the travel marketing components of all successful Local Sustainable Transport Fund (LSTF) projects and potentially, elements of the Better Buses Area Fund (BBAF) across the three Transport for South Hampshire (TfSH) authorities' areas.

Recommendations

- 1. That the proposed *My Journey* campaign and the associated device/logo is adopted for high-level travel awareness campaigns and sustainable travel marketing activities by the Transport for South Hampshire authorities that are funded by successful project bids to external funding streams such as the Department for Transport's Local Sustainable Transport Fund and Better Buses Area Fund where appropriate.**
- 2. That the Transport for South Hampshire authorities work together to take a co-ordinated approach towards marketing of sustainable travel options through pooling or sharing of specialist marketing staff resources, combining the marketing components of the various different Local Sustainable Transport Fund projects and Better Bus Area Fund marketing work.**

Introduction

1. In July 2011, Southampton City Council and Hampshire County Council were awarded £3.9 million and £4.1 million respectively from Tranche 1 of the “small projects” funding stream of the Department for Transport (DfT)’s LSTF. The Southampton Sustainable Travel City project is centred on Southampton, although some initiatives cover the travel to work area which extends beyond the city boundary. The Hampshire Sustainable Transport Towns project covers six towns in North and mid-Hampshire, all outside the TfSH area. In March 2012, the DfT awarded the TfSH authorities £4.48 million from the BBAF.
2. The Joint Committee will recall that TfSH has submitted a bid for £17.8 million of LSTF “large project” funding. Both successful Tranche 1 LSTF projects, the BBAF project and all three submitted LSTF bids incorporate elements of travel awareness marketing and promotion of sustainable travel modes. In addition, all five LSTF projects/bids incorporate elements of marketing and communications associated with travel planning, to which a common brand can be applied. Therefore, it is important that a comprehensive, coherent approach is adopted which will allow for economies of scale and consistency.

What makes a successful branded marketing campaign?

3. In marketing terms, to brand a product is to differentiate it from similar offerings. The first step in the marketing process, a brand is a name, term, symbol or design that encompasses the values that you wish customers and prospects to associate with your product. Successfully marketed via a well thought-out campaign (and provided the product lives up to the image projected by the brand), it can come to represent the sum total of your customers’ experiences and perceptions of your product. It can also help you form relationships with customers and prospects that can be beneficial for future marketing activities and the introduction of new products and services.
4. A successful brand:
 - (i) encompasses a product’s personality and identity;
 - (ii) appeals to people’s emotions;
 - (iii) generates trust;
 - (iv) positions a product as the ideal solution to a particular consumer need;
 - (v) engenders loyalty and encourages recommendation; and
 - (vi) is a ‘lifestyle choice’ with which customers are proud to be associated.

Process followed in developing a brand for use in travel awareness marketing campaigns

5. Following the award of Tranche 1 funding in July 2011 to the Hampshire Sustainable Transport Towns and Southampton Sustainable Travel City LSTF projects, at an early stage both the County Council and the City Council recognised the benefits of developing a shared brand to apply to the travel awareness marketing campaign components of both projects. The shared brand would need to be associated with fun, convenience, health and reliability offering a viable alternative to the car.
6. The process of developing *My Journey* began in late Autumn 2011 with the two authorities working together to prepare a joint brief for the development of a travel awareness campaign. The brief referred to insights revealed by recent market research work commissioned by both authorities for their LSTF projects. In January 2012, five agencies were invited to pitch for design of the campaign. The team that steered this process and evaluated the pitches included representatives from the County Council's Strategic Transport group and Corporate Communications marketing team and from Southampton City Council's Transport Planning and Marketing teams. Following the pitches, in late January the tender to develop the campaign was awarded to branding specialists Maynard, who had initially proposed the *My Journey* concept as one of their pitch ideas. The campaign concept was refined further through a series of meetings, and the final campaign logos together with a brand application guide was accepted by the County Council and the City Council in late February 2012.

The *My Journey* logo and how it will be used in marketing campaigns

7. The *My Journey* logo is designed to be personal, friendly and engaging. It shows movement and direction by using letters that mimic arrows within its letterform. The vibrant colours in the logo aim to express the positivity of the brand and engage its audience.

8. The strapline, “*Helping Hampshire/Portsmouth/Southampton get around*”, is positive and confident and sums up in a clear and concise manner what the LSTF-funded travel awareness campaign and travel planning programmes and initiatives will achieve. The strapline can adapt according to the city or town, as shown below.



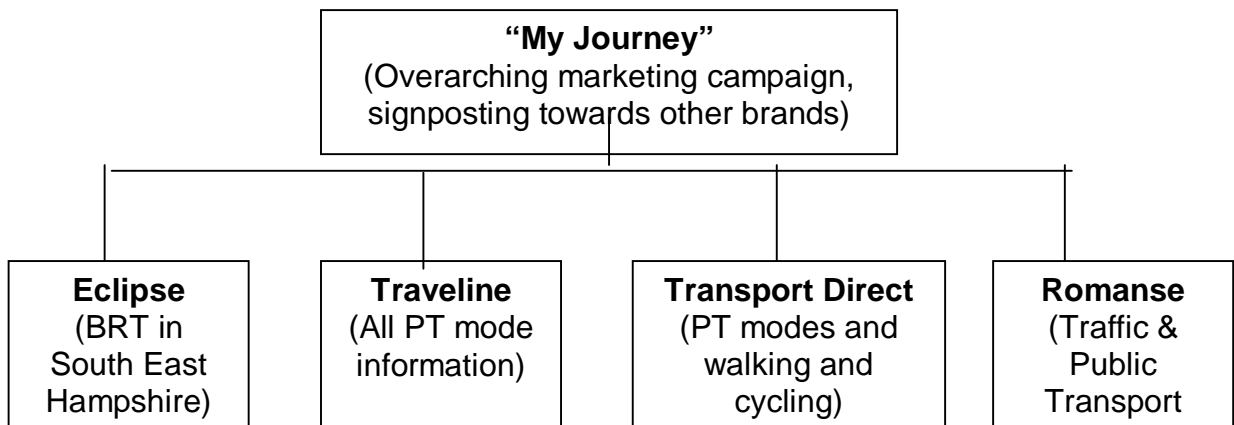
9. The *My Journey* marketing campaign would seek to encourage a change in personal travel behaviour inviting people to try sustainable alternatives to the car. The calls to action and motivating factors that marketing would tap into would be through inspiring people to either save money, improve their health, adopt a greener lifestyle or become more aware of their own travel choices. A suggested common “call to action” to apply with these headlines would be along the lines of “*Travel a different way today - There are more ways to travel locally so why not try taking the bus, cycling or walking today, you can save money too.*”
10. The campaign is action-orientated, and should convey a positive, inclusive and informative tone. It is therefore not ‘anti-car’ and has an emphasis on enabling individuals to make personal choices that work for them rather than preaching or lecturing to people about which methods of travel they should use.
11. Southampton City Council and Hampshire County Council are currently working to develop a *My Journey* web portal for both Tranche 1 LSTF projects, providing a “one-stop shop” travel information portal. It will be launched in early summer 2012, with further functionality being added to it over time.

Co-ordination of travel awareness campaign marketing effort

12. Following the completion of the work by the consultants appointed to develop the *My Journey* campaign and logo, the marketing teams within the County and City Councils have been developing a draft *My Journey* Marketing and Communications Strategy that sets out how the marketing campaign will be rolled out using different media for the

two Tranche 1 LSTF projects. This strategy sees a key role for development of the *My Journey* web portal, as well as for social media such as Facebook and Twitter.

13. If the TfSH large project is successful, it would make sense for the TfSH authorities to ensure there is consistency between LSTF-funded marketing initiatives. Therefore it is recommended that the TfSH large LSTF project embraces the *My Journey* brand and applies it to marketing campaigns arising out of the project.
14. In the TfSH area, *My Journey* is a high-level overarching travel awareness campaign that would signpost to other existing travel brands, such as Eclipse, Traveline, Transport Direct and Romanse. By applying *My Journey* as an umbrella campaign for all the different sustainable transport modes, the more specific brands would comfortably exist alongside it.



15. It will be necessary for the TfSH authorities specialist marketing teams to work closely together to ensure a professional and consistent approach. This could extend to bringing in dedicated staff to work on LSTF and BBAF projects if this is agreed to be necessary.

Section 100 D - Local Government Act 1972 - background papers

The following documents disclose facts or matters on which this report, or an important part of it, is based and has been relied upon to a material extent in the preparation of this report.

NB the list excludes:

1. Published works.
2. Documents which disclose exempt or confidential information as defined in the Act.

TITLE

LOCATION

None