

Image



Wiener Linien: "Couldn't the bus arrive late once?"

Summary

The image of products and services has always played a major role in how they are viewed by the public (actual and potential customers) and subsequent success in the marketplace. It becomes especially important in times of increasing competition when companies want to raise their profiles and increase their presence in the sector.

Public-transport companies have been becoming increasingly aware of this fact and have implemented a number of successful image campaigns. Some exemplary ones are described in brief in these guidelines.

The image of a public-transport company takes into account its logo, wider brand, homepage (web presence), the design of services and vehicles and, of course, how everything works together to create a positive and distinctive image.

Aims, objectives

- Information provision is often a starting point for the creation of a brand, especially when there is a deficit of information about the brand.
- Later on, or in tandem, image campaigns should aim to create emotional connections between customers, services, companies and cities.
- Emotionally linking public transport to the daily lives of people, linking it with other successful products and services, and promoting it together with cultural events with strong local followings, are other successful approaches.
- The importance of public-transport services for all citizens and the economic, social, environmental and cultural life of a city gives public transport its specific value.

IN PRACTICE

Wiener Linien: Image campaign

The ongoing image campaign of Wiener Linien also started with an improved and wider information campaign and was soon followed and accompanied by measures targeting emotional aspects. A recent campaign of Wiener Linien was called "human touch," and it won an advertisement award.

The second part of the campaign was a big success. The campaign aimed at emotionally linking public transport to the daily lives of people. Another aim was to emotionally link public transport with the local identity.

The city did not neglect the provision of information. In this regard, Wiener Linien was keen to improve the information passengers can get directly on the train in case of problems. The need for dialogue marketing measures to create a direct dialogue with its customers has been recognised.

Useful hints

- Concentrate on positive aspects of public transport and do not try to simply copy image campaigns of consumer products like beverages or food.
- Ensure that the entire company supports the new image
- Close the gap between customer expectations and experiences.
- Never make promises that cannot be fulfilled.
- Find suitable partners and/or products with which you can improve your image.
- Create emotional links between the use of public transport and positive experiences.

Possible problems

- Take into account all modes.
- Reflect on traffic problems for the entire city.
- Never try to promote public transport in collaboration with unsuitable products.
- Secure sufficient budget for the image campaign.
- Keep in mind that image campaigns take a long time.

IN PRACTICE

TMB: Image campaign



Old logo, top, new logo, bottom

Transports Metropolitans de Barcelona (TMB) has a long history of providing high-quality public-transport services and was always proud of the high technical quality of its services. However, this was not always reflected in the acceptance of its products and its image.

Therefore, an image campaign was initiated, which started with an intensive and better coordinated information campaign, to improve overall knowledge regarding TMB's products. In parallel, the companies logo was modernised, and the design of buses, trams and metro trains was also harmonised.

The newly developed logo played an important role in giving TMB and its services a positive and modern image. Based on the previous and ongoing provision of information, TMB also connected the use of public transport with positive emotional values, making public-transport use a central part of the daily lives of Barcelonans. The emotional linking was also carried out by supporting and initiating cultural events with a strong local following.

Throughout the campaign, surveys and other tools were used to monitor the development of TMB's image, both to gauge the success of implemented measures and also to develop new ones.