



Public transport companies need to become **strong brands**

Urban and regional public transport in Flanders



International Association of
Public Transport
*Connecting the world of
public transport*

Public transport: the smart green solution
Doubling the market share of
public transport worldwide by 2025





Performance | Strong brand

A map of New York City, specifically the area around Times Square, with various brand logos overlaid. The logos include Citi, Hilton, Starbucks, McDonald's, Loft, ZARA, GAP, and many others. The word 'Performance' is written in large blue letters over the map.

Performance

STRONG BRAND



Strong brand | respect - love

Respect



Q - monitor





Strong brand | love

Campaigns







Full experiences

Brand pyramid | Full experiences





1. Primary goal:
Bringing PT top of mind
 - Reinforce positive feeling "stress-free city experience" (no traffic jams, no parking)
 - Spotlighting public transport as an alternative to travel to the city
2. Secondary goal:
Increasing use and frequency of low users

Key targetgroup 25-44 y





Campaign 2013

Timeline

	Apr	May	Jun	Jul	Aug	Sept	Oct
TV							
Digital							
Facebook							
Youtube							
Radio							
Magazines							

TV spot



Stress-doll

Key message:

Car stress is ruining your experience of your movement

City = Context
(urban traffic, urban environment)

Baseline:

Experiencing the city. Much nicer with bus and tram.



Campaign 2013 | **Stress-doll** – TV spot



Public transport companies - **Strong brands**

Evaluation

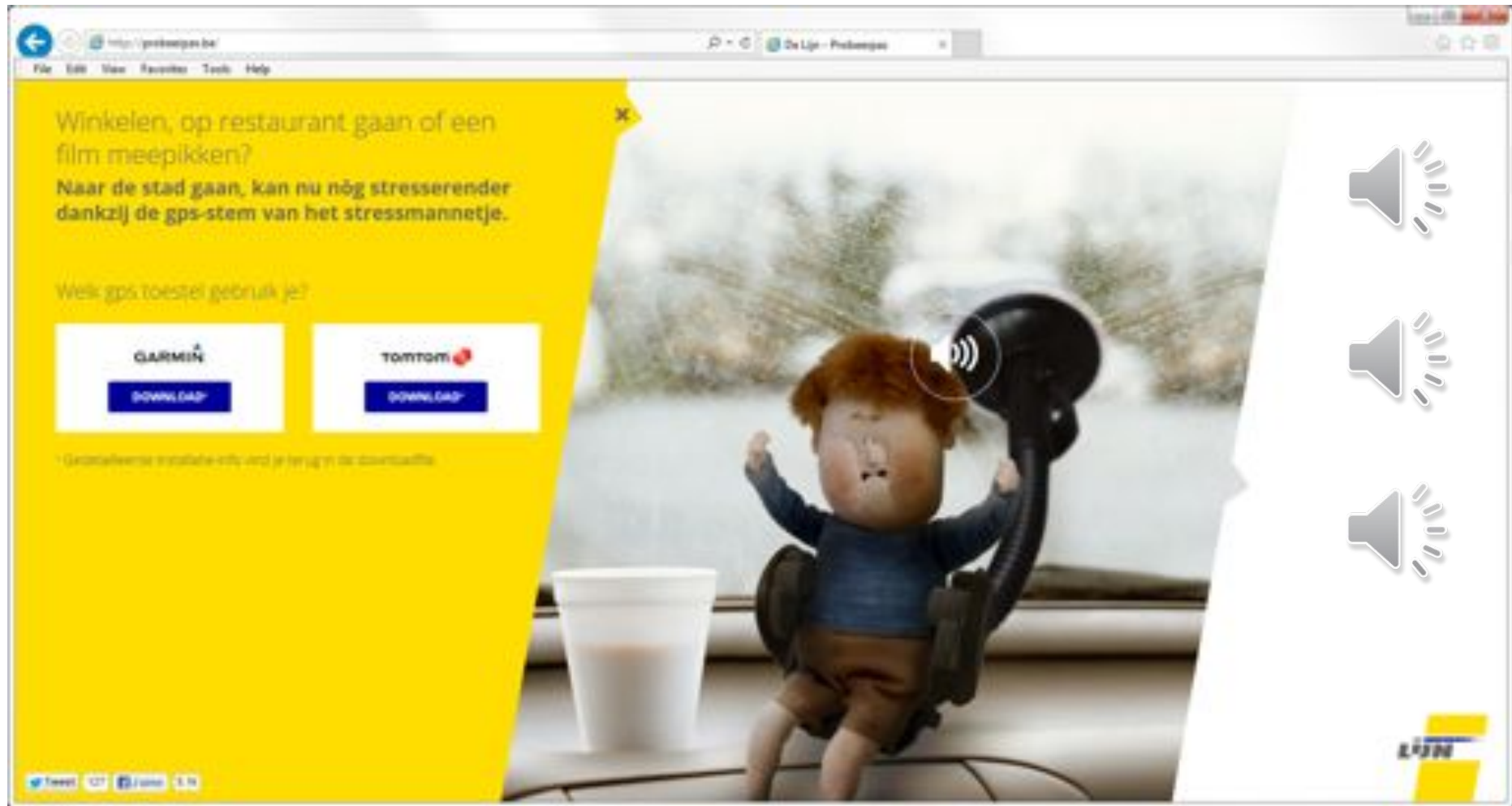


N= 463 users De Lijn & 402 non users De Lijn

- Correct attribution: 83 %
- Message recall “no stress with De Lijn”: 56 %
- Clear message: 82 %
- Call to action: 29 %

Activation campaign 1

25 000 trial tickets in one week





Campaign 2013 | **Stress-doll** – [swear jar](http://swearjar.be)

Activation campaign 2

<http://swearjar.be>

Gratis sms-ticket aanvragen.

Stik hier voor een gratis Potver-pot

POTVER-POT

Heb jij een Potver-pot nodig?

Waar anger jij je het meest aan in het verkeer? Kies hieronder een verkeerssituatie en ontdek wat voor type vervoer je bent.

Stationskaart

Volgauto

De stad beleven. Zoveel leuker met bus of tram.

Lijn

Biggest popular newspaper



Biggest quality newspaper





Campaign 2013 | **Stress-doll**

Free publicity

Television

National TV | news website



Public transport companies - **Strong brands**



Internet | youtube

[Here, a euro \(25 minute version\)](#)

[Here, a euro \(goat edition\)](#)

[Here, a euro \(butt crack edition\)](#)

[Here, a euro \(imitation edition\)](#)

[Here, a euro \(star wars edition\)](#)

[Here, a euro \(beat edition\)](#)



Awards

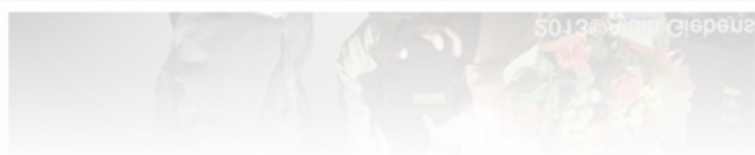


8 oktober 2013

Festival of creativity in commercial communication

Best Belgian commercial 2013
'Stress Doll'

De Lijn





Strong brand | respect - love

Respect



Love

