



CiViTAS Forum 2007

Urban Mobility: Putting Cities and Citizens in the Driving Seat

WORKSHOP IV

Innovate marketing campaigns for sustainable transport modes

CiViTAS
Cleaner and better transport in cities



***Mobility Marketing & Mobility Forum:
The experience of Genoa***

October 4, 2007

Kaunas (Lithuania), Vytautas Magnus University



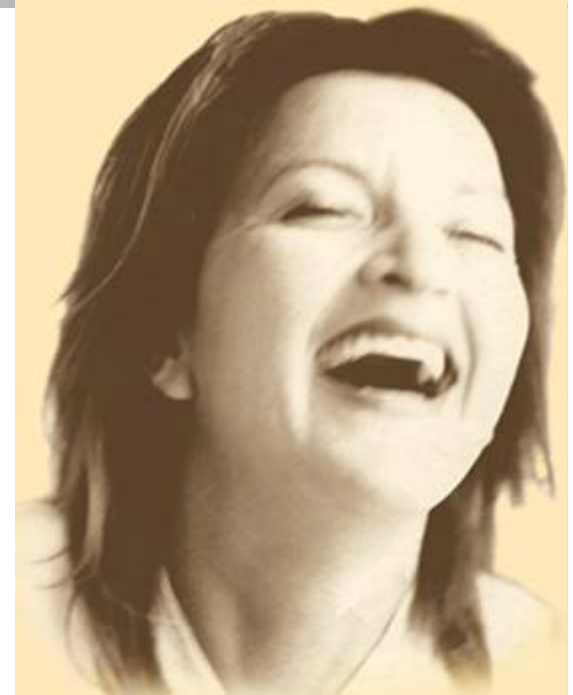
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Genoa, Italy*

Taking EMOTIONS* in high consideration

- Very **efficient** compared to a more rational approach
- **Natural and immediate** reaction of any human being on triggers perceived
- Requiring **no attention**
- Creating a **quick connection** that requires no elaboration
- **Universal** even if subject to culture, education and personal experiences
- Giving **long-lasting impressions**
- **More efficient** than a rational approach

* EMOTIONS was a SAVE project, finished in January 2004 after a 2 years period of development. The main goal was to transfer the successful “emotional approach” of car advertising to the promotion of sustainable transport modes.



Some facts about EMOTIONS in marketing

- **More than 50% of all human decisions are emotional** - often against rational awareness
- **The correlation between attitudes and actual behaviour is marginal**
 - A strong attitude not always leads to real behaviors' changes ("cognitive dissonance")
 - Changing the attitude leads to a real behavioral change
- Most marketing campaigns for cars **target emotions**
- **Most** negative perceptions for using clean urban transport **and for giving up the car are emotional**
- Status-symbols **related to transport modes are changing**
- **Emotional approaches point to the** additional aspects and surrounding properties **of a product**
- **Emotional processes (especially positive ones)** are strongly related to the brain's right hemisphere.
- **ATTENTION:** if the customer is deflected too much by the advertisement itself, he might not remember the message ("Vampire-Effect")
- **Placing an ad or a message at the right bottom of a page is most effective**
- **Attention paid to** a one-page ad is 20 times **higher than to a 1/8 page-ad**



Focusing on positive EMOTIONS

In a positive mood:

- You pay attention to **positive aspects and information**
- You **associate** i.e. biking with fresh air, moving, flexibility
- You have a **nicer perception and assessment** of the environment
- You estimate the probability of something **negative** to happen **lower** than it is
- You are **easier to satisfy** with respect to information that you need and you come to a **decision much earlier**
- **Creative problem solving** is supported

LAST BUT NOT LEAST:

- ... **There are so many negative associations and arguments against sustainable transport modes, that we need to bring in and show their positive aspects!**



The emotional approach utilizes:

- Biological triggers (atmospheric moods like natural landscapes)
- Culturally based triggers (like using symbols)
- Social triggers - the triggers which (human need for contact, life style)
- Feelings like surprise, fun, freedom, love, joy, erotic, proud



Campaign for United Way of Calgary, an organization working for different kinds of social projects in Calgary and the surrounding area.

United Way of Calgary Trigger Communications & Design Joel Arbez Andrew Payne Clay Stang

IT'S NOT ALWAYS
OBVIOUS WHO NEED
OUR HELP



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Examples of Emotional spots

- ORANGE ISRAEL

... using PT can also let you meet nice people or watch a nice situation ...

- TELECOM ITALIA

*“What would the world be like if only he could have communicated like this?
Telecom Italy. Communicating and Living”*

*Attention: erotic triggers are tricky:
Be aware, that you might exclude
or even deter a certain target group*

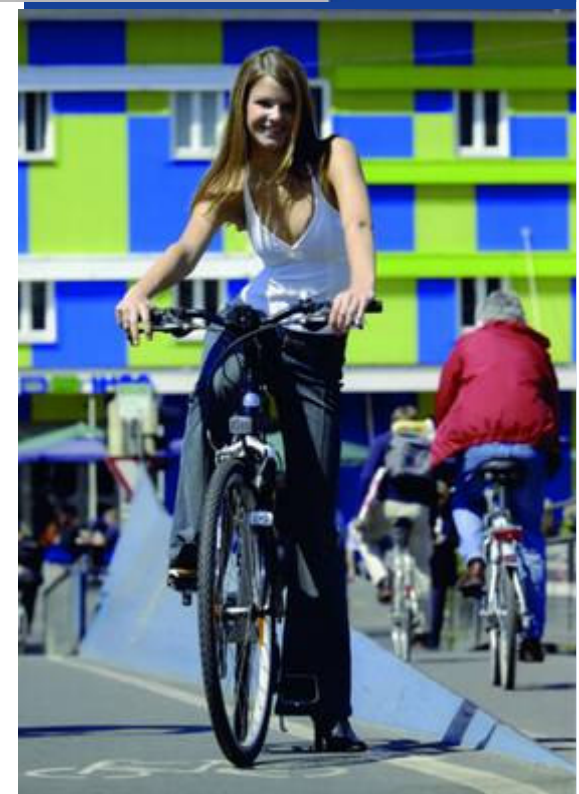
WHY MEN DIE YOUNGER

photos from the
Wallis
“Dress to Kill” ad
campaign



What does this mean for sustainable transport?

- Apart from the real advantages of sustainable modes, give them a **positive connotation**
- Create a feeling of **community** and partnership
- Create an **own image** utilizing all sensitive channels
- Tease the voyeurs in us (= **make the people curious**) and reward sustainable behaviors
- Take **children** as carriers but also as role models (= children are the best ambassadors)
- Feel for your **target groups** and take up their emotions (= make your target group happy and not you)



...give sustainable modes a positive connotation...



Photos from EMOTIONS FGM-AMOR European wide photo competition on the topic "GETTING ABOUT TOWN - Feeling good about travelling on foot, by bike and on public transport".

Bus promotion campaign in Trento/Rovereto

Ti aspetta sotto casa

It waits for you in
front of your
place

Use the bus:
a friend in front of
place!

Ti aspetta sotto casa

I figli a scuola?
Servizi medici e socio-inquadramento?
Usa l'autobus:
un amico sotto casa!

Programmi per la sanità?
Cinema, pub... Sanno problemi di parcheggio?
Usa l'autobus:
un amico sotto casa!



City main features

- Metropolitan area: 603.896 inhabitants (239 km²)
- City centre: 276.278 inhabitants (28 km² area)
- Density in the city centre: 9.867 inhabitants/km²



Public Transport (PT) features

- 136 bus lines, 2.508 bus stops
- 957 kilometres of PT network
- 823 PT vehicles (of which: 18 hybrid buses, 8 electric buses, 10 elevators, 18 metro wagons, 8 light rail wagons, 9 flexible “on demand” buses, 3 buses for impaired people)
- 9,8 years: average age of bus fleet, 151 millions of PT passengers/year
- 850 taxis
- 57 car sharing vehicles, 32 car sharing parking places
- 8 boats for ferry transport local service



Role in CiViTAS II

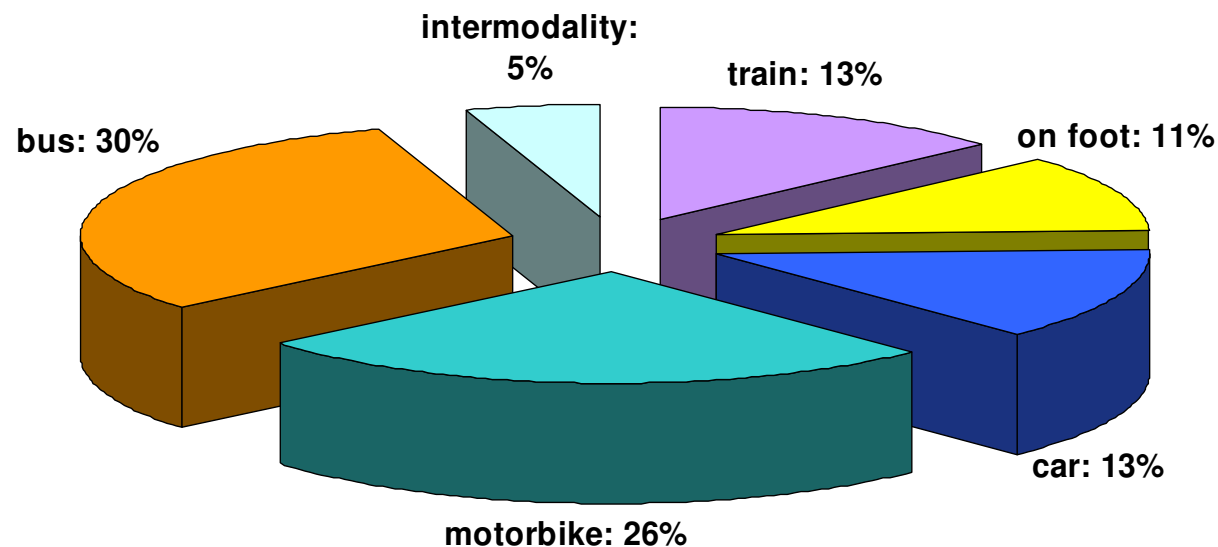
CiViTAS CARAVEL Project leader city

Measures:

- 1. Integrated mobility strategy for trade fairs**
- 2. Mobility Forum**
- 3. Agency for flexible transport services**
- 4. Integrated mobility actions for the San Martino Hospital**
- 5. Enlarged goods distribution scheme**
- 6. Integrated access control strategy**
- 7. New mobility services**
- 8. Intermodal infomobility platform**
- 9. Decision support tool for environmental impact assessment of traffic planning measures**
- 10. Car sharing service**
- 11. Monitoring Centre for Road Safety and Accident Prevention**



Main results



- Transport mode chosen by employees
- Average expenditure per day: € 1,00 - 3,00
- Average time to reach the working place: 20-30 minutes
- Percentage of people stressed for the home-work journey: 65%
- Percentage of people who wish to experiment innovative transport services: **35%**



Mobility Forum in Genoa

CiViTAS

- **AIM:** creation of a permanent site for debate on urban mobility.
- **OBJECTIVES:** promotion and communication towards citizens, tourists and all stakeholders about all mobility related issues.
- **ACTIVITIES:**
 - **Consultation and formation;**
 - **Promotion and communication;**
 - **Web based e-consultation** (on-line forum since April 2006);
 - **Reference point** for city travellers;
 - **“Customer care”** activities;
 - **Info Mobility Point** on a dedicated bus



CiViTAS CARAVEL Info Mobility Bus

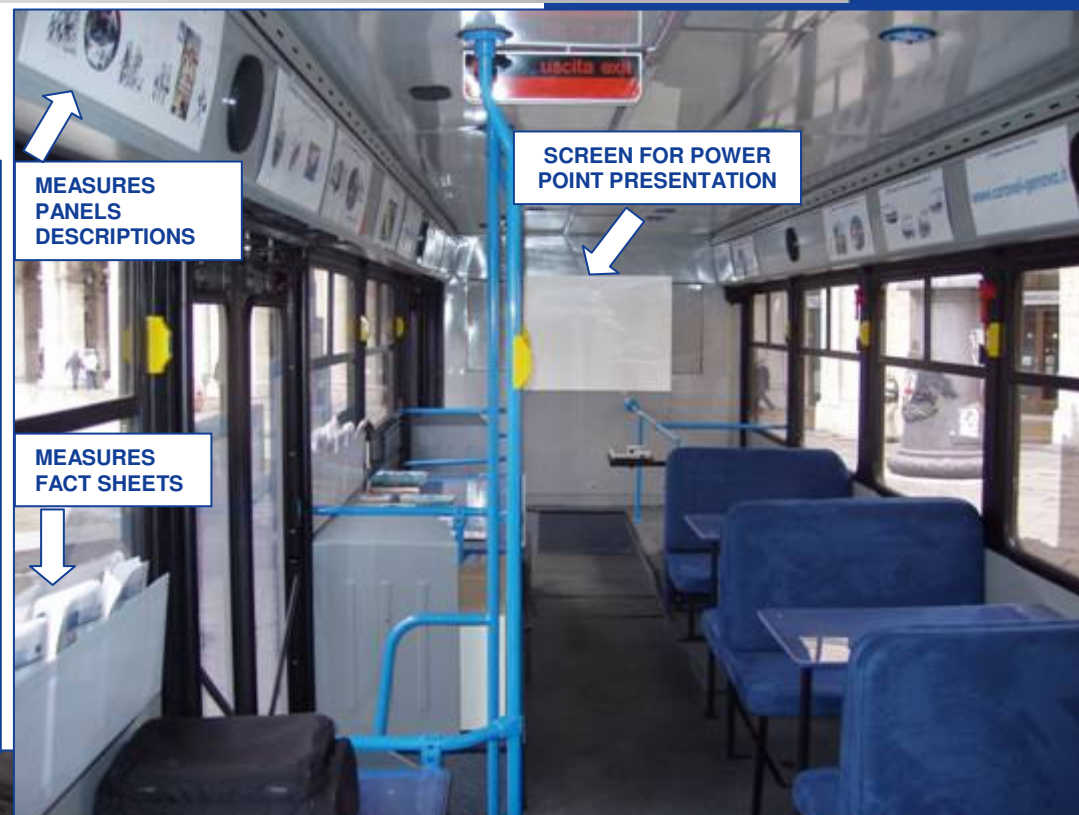


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CiViTAS CARAVEL Info Mobility Bus



CiViTAS CARAVEL Info Mobility Bus (internal view)



CARAVEL PROJECT BROCHURES



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CiViTAS CARAVEL Info Mobility Bus (promotional activity within Genoa main hospital)



Thank you!

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CiVITAS CARAVEL Genoa local website:

www.caravel-genova.it

On-line Mobility Forum of Genoa:

www.caravel-genova.it/forum

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