

Using low-cost marketing measures to improve competitive position of trolleybuses: case study analysis

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Structure of presentation

- Need for different communication strategies;
- Case studies as an effective promotional tool;
- The case studies selection process;
- Case studies;
- Summary.

Different groups selected for marketing communication

trolley

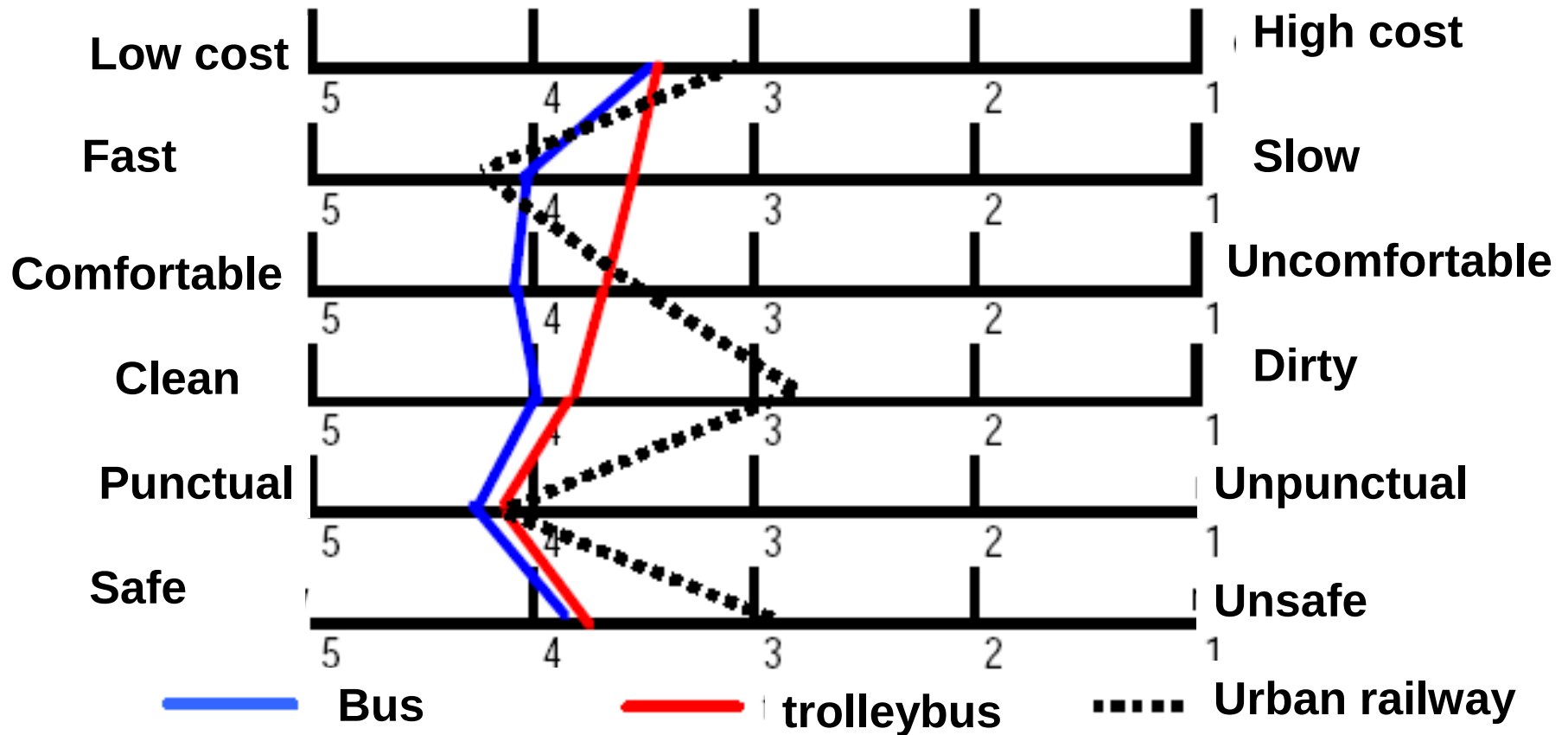
B2C SCHEME

CUSTOMERS,
CITIZENS (including
adults, kids, youth,
students, teachers,
etc...)

B2B SCHEME

DECISION MAKERS
(transport authorities,
operators, politicians,
trade unions, spatial
planners, NGOs,
etc...)

Marketing Information System as a tool for strategic decision making process



Source: Travelling habits and preferences of Gdynia citizens in 2004. ZKM (Public Transport Authority) of Gdynia. Gdynia, January 2005.

Case studies as an effective research tool

„research strategy, an empirical inquiry that investigates a phenomenon within its real-life context [...]” [wikipedia]

„[...] a one which investigates the problem to answer specific research questions and which seeks a range of different kinds of evidence”. [P. Gillham, 2000]

„an inquiry that focuses on describing, understanding, predicting and/or controlling the individual (i.e. process, person, household, organization, group, industry...) [A.G. Woodside, 2010]

„empirical inquiry that investigates a contemporary phenomenon within its real life context, especially when the boundaries between phenomenon and context are not clearly evident” [R.K. Yin, 2012]

Research questions

- Are there any common promotional measures possible to implement at a low cost in trolleybus cities in Europe?
- What are the most popular (checked) measures and messages?
- Are there any synergy effects between different promotional activities?
- Is there a need to segment the audience to be successful in marketing communication in trolley context?
- What are the barriers of effective trolleybus promotion in trolley cities?
- Are there any promising segments of customers?

Case studies as an effective promotional tool

- Far from theory;
- Living example possible to visit, present and follow;
- Very attractive when communicating with decision-makers, politicians, media and general audience;
- Selective, „ready-to-use” for operators and transport authorities;
- Possibility of complex description and using real data;

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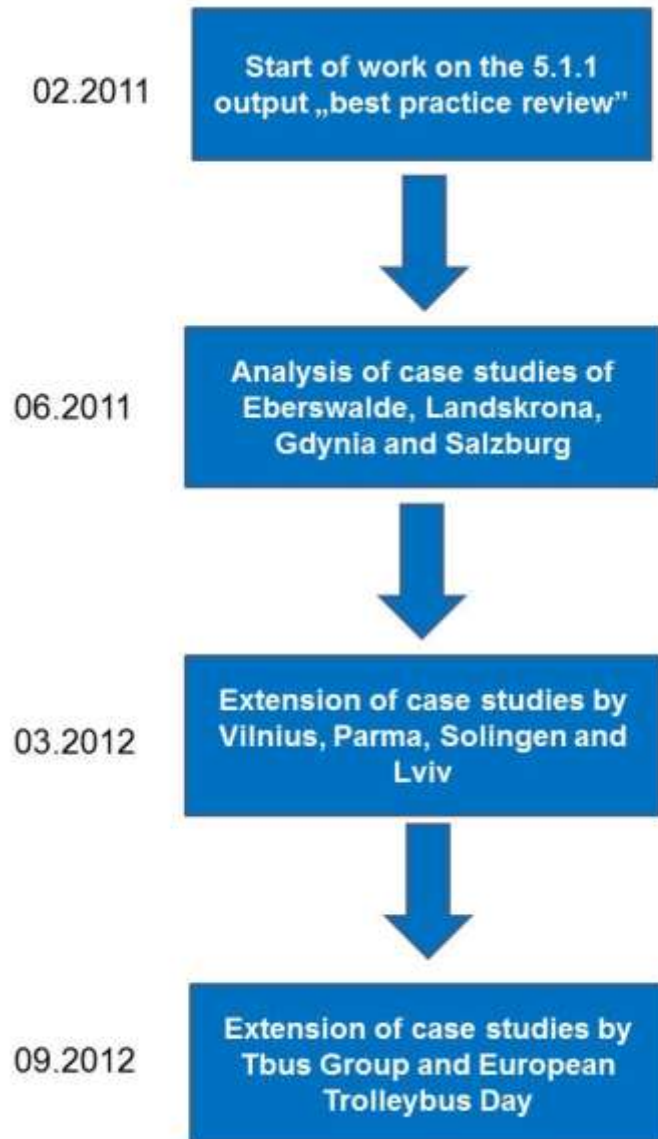
The case studies selection process

- Best Practice Review should include different cities, also being external to TROLLEY Project;
- Cities should be different in size, modal split structure and advancement in implementing mobility measures;
- Cities should represent Old and New Member States;
- There is a possibility to include other promotional measures related to trolleybuses;



Modern trolley vehicle in Eberswalde, 05.2011

Evidence for extension of the description of best-marketing practices



- a need for more cases from Eastern Europe;
- successfull City Industry Summit in Parma (May 2012) with introduction of modern trolley vehicles;
- few very interesting Trolley Marketing Award 2011 submissions from other cities;
- „horizontal” actions like European Trolleybus Day;
- big potential for NGO like Tbus Group in UK.

City	Inhab. [thous.]	Year of trolley introd.	Other PT syst.	Number of trolley vehicles	Yearly output of vehicle-kms [thous.]	Latest delivery of vehicles
Eberswalde	42,1	1940	T, B	12	700	2012
Gdynia	249	1943	T, B, UR	76	4964	2012
Landskrona	28,7	2003	T, B,	4	195	2010
Salzburg	149,2	1940	T, B, UR	98	5101	2012
Vilnius	554,1	1956	T, B	258*		
Solingen	160	1952	T, B	50	2700	2008/2009
Parma	187,2	1948	B	34	1000	2012
Lviv		1952	T, Trams, B	65		2012

city	message / theme	Message tbc	tools used 1	tools used 2	tools used 3
Salzburg	best solution for elderly people	characteristic features of trolleys like smooth ride, eco-friendliness, lower noise emission	complex set of promotional elements (i.e. logo and catchy slogans)	Customer Relations Management, close realtions built with older passengers	events addressed to general audience and to specific target groups
Gdynia	innovative system open for further development	eco-friendliness	events as an opportunity to promote modern trolleys (EMW, ETD, anniversaries, regular old-timer trolley line nr 326)	education of youngsters and kids (YOUTH, "Mommy, Daddy i'm choosing eco-transport")	outdoor (using vehicles)
Eberswalde	eco-friendliness	leader in innovative solutions	social media (incl. FB), improved logo with slogan, "humanization" of trolley logo	special set of activities dedicated to young passengers	"CATCHING THE OPPORTUNITIES": fleet refurbishment as an opportunity to organize "open farewell" to old vehicles, 70th anniversary...

city	message / theme	Message/theme tbc	tools used 1	tools used 2
Landskrona	Characteristic features of shuttle type of trolley line - reliability, frequency	eco-friendliness, reduction CO2	"humanization" of each vehicles by giving them female names starting with "El"	events using old-timer
Vilnius	eco-friendliness (without substantial fleet renovation)		using vehicles as a promotional carrier: the slogan Choose a Green Transport Without CO2"	public event "CO2 Green Drive", participation other public events less related to transport
Parma	modernity, innovative		introduction of new vehicles as an opportunity to rebrand the image of trolleybuses	
Solingen	eco-friendliness	reliability, technological maturity still opened to the innovations	to symbolise the Trolley poles as straws and that the electrified lines (wires) suck on the "green juice" (electricity from RES)	
Lviv	eco-friendliness		education of passengers	"internal marketing"

Eberswalde: promotion activities

trolley

- however dominant group of passengers are elderly people, BBG is using innovative forms of marketing communication (i.e. Facebook);
- new logo of trolley was developed and introduced on each of trolley vehicle;
- modern slogan is strengthening the message.



Eberswalde – upbringing new customers for the future

trolley

- separate sort of promotion activity are actions focused on youngest passengers;
- logo of Eberswalde trolleys was transformed into plush toy;
- new SOLARIS vehicles are equipped with a special seat for children, making journey more pleasant.



Solaris Trollino in Eberswalde, 04.2011

Events and introduction of new trolleys in Eberswalde

trolley

- Introduction of new vehicles is an opportunity to strengthen promotion activity;
- Old fleet of MANs was replaced with modern SOLARIS vehicles. One of old MAN was covered with „private” messages by Eberswalde citizens during one of events;
- 70th anniversary of trolley introduction was a big event, activating citizens in many different ways.

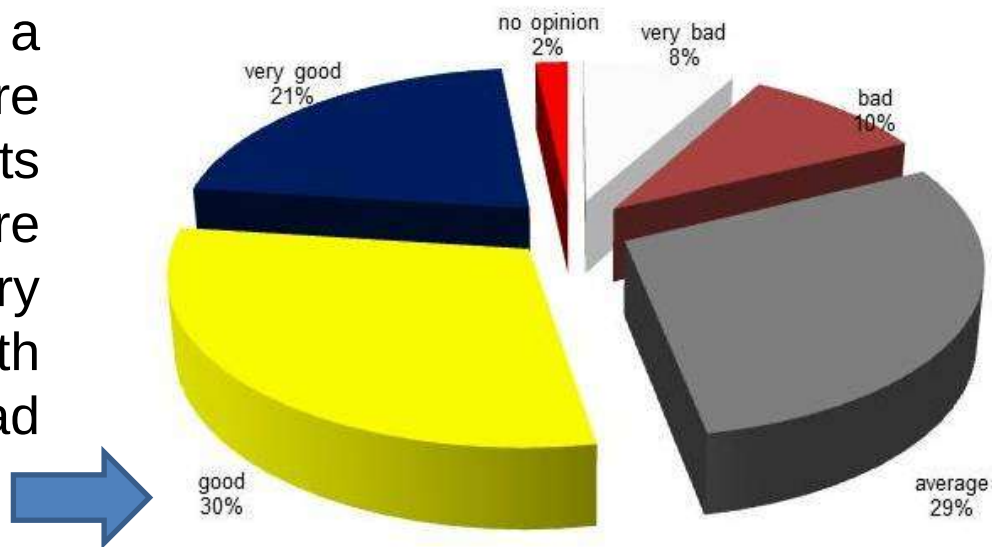


Old fleet of MANs is being replaced with modern SOLARIS vehicles...

05.2011

Eberswalde: strenghtening the image of public transport through innovative trolleybus solutions

- Promotion of innovative trolleybuses strenghtens the image of the whole public transport;
- outdoor advertising put on the vehicle multiplies the effect;
- Research (2010) has shown that trolleybuses are evaluated as a modern mode of transport. More than a half of respondents claimed that trolleybuses are modern (ranks „good” and „very good”), and only less then fifth stated opposite opinion. (bad and very bad).



Repositioning image of trolleys in Gdynia

trolley

- trolleys regarded as out-of-date system in Gdynia (1999) needed to be rebranded;
- introduction of new vehicles and infrastructural investments led trolleys to become a „flagship” of public transport in the city;
- new districts are being serviced by trolleys, their lower noise and lack of local emissions are growing advantage in Central European cities.



Events and introduction of new trolleys in Gdynia

trolley

- Every year there is celebration of anniversary of trolleybus introduction, which includes special trolley line operated by old-timer vehicles;
- It is strengthened with organization of European Trolleybus Day in the framework of TROLLEY project;
- Each introduction of new vehicles is an official ceremony with hundreds or thousands participants including city officials and inhabitants.



Gdynia – upbringing new customers for the future

trolley

- trolley theme is an important part of educational campaigns addressed to young citizens in Gdynia;
- it includes „open days” organized during European Mobility Week as well as separate dedicated projects like YOUTH or „Mom, Dad, I’m choosing eco-transport”.



www.wybieramekotransport.pl

Landskrona – ecological message

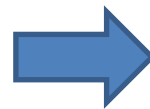
- a trolleybus operation as a shuttle provides better image as an electric connection to the electric commuter train system;
- a trolleybus line will have good effects on the environment and also create jobs during the construction of infrastructure;
- the trolleys reduce the emissions in Landskrona by 275.000 kg carbon dioxide (climate influence), 1.200 kg NOx (acidification) and 5 kg particulates (health) per annum, compared with a diesel bus (Euro 4). The energy consumption is calculated at 65 % less than diesel bus operation.

Swedish The Minister of the Environment praised the city of Landskrona, because they had taken the bold decision to build the trolley bus line that reduces the harmful emissions as well as the noise in the city.

Landskrona – promotional message

trolley

- small number of vehicles is disadvantage in case of network systems;
- from other point of view, it gives an opportunity to „humanize” each of vehicle, like in Landskrona;
- main promotional message is based on electric traction and its eco-friendliness, thus each of Landskrona’s trolley is individually named, started with letters of „El”;



- **6990 Else-Len**
- **6991 Ella**
- **6992 Elvira**
- **6993 Ellen**

Picture taken from „The Trolley Bus in Landskrona. A short story”.

Trolleys – the flagship of urban transport system in Salzburg

- short claim “Clean-quiet-trolleybus” is part of the StadtBus-logo;
- self-confident approach in communication and public relation;
- “Where we operate, the city lives”!
- “Trolleybus - The highest stage of evolution”;



The alpha animal is cruising the urban jungle. When others fail to stay the course, this lean, mean beast will get the herd home – quickly and safely.

Salzburg – taking care about older passengers

- message for elderly passengers is that trolley means comfortable and safe ride. Smooth movements of the vehicle, no noise, modern transport system and nice drivers create friendly environment for this growing segment of PT market;
- trolleys are branded with very distinct elements like driver's uniforms, clean and modern vehicles, perfect customer relations.



Salzburg – taking care about older passengers

trolley

- Mobility Day became a popular annual event for older citizens in Salzburg;
- set of brochures for older passengers was produced, describing the opportunities to spend time with use of particular trolley line;
- Separate project was dedicated for elderly passengers (AENEAS).

aus sind die älteren befanden. Erzählung im Jahr



8. Sterneckstraße
Der gelbe Raubenbichlerhof nahe der Haltestelle Sterneckstraße entstand nach der Trockenlegung des Schallmooses um das Jahr 1650. Ab 1831 lebte hier Emilie Kraus Baronin von Woltsberg, eine Geliebte Napoleons. Zuvor begleitete sie, als Mann verkleidet, Napoleon auf seinen Feldzügen und hatte einen gemeinsamen Sohn mit ihm. In ihrem Salzburger Domizil umgab sie sich mit 160 Tieren, darunter Hunde, Katzen, Affen und Raubvögel, was ihr den Namen „die Hundsgräfin“ einbrachte. Sie starb völlig verarmt im Jahr 1845 und liegt am Gnigler Friedhof begraben.

Foto: Karl Reiger

Unser Tipp: Das Samer Moorwäldchen – einzigartige Natur

9. Langwied
Von der Station der Linie 4 „Langwied“, führt Sie der Seitenbachweg über den Söllheimerbach zu einer bewachten Moorlandschaft, die sich einst von Schallmoos herüberzog. In diesem geschützten Landschaftsgebiet entfaltet sich eine besondere Pflanzen- und Tierwelt, die früher für diesen Raum charakteristisch war. Dieser kurze und erfüllende Rundgang macht Sie – im Sommer, als auch im Winter – mit einem besonderen Naturbereich bekannt, in dem man bei frühlichem Vogelgezwitscher die Zeit vergessen kann.
(siehe Detailkarte am Stadtplan)

Gehzeit: Runde durchs Moos: 40 Minuten, Runde Söllheimerbach/Schleiferbach: 40 Minuten
Die große Runde ist mit dem Rollstuhl befahrbar, der Weg direkt durch das Moor ist ein unbefestigter Weg für trockenes Wetter.
Toiletten: im Gasthof Langwied, nicht barrierefrei
Bänke: beim Marten

SALZBURG erfahren!



4

- Besonderes entlang der Linie
- Rundfahrt mit dem Obus
- Kleine Spaziergänge
- Lieferung-Zentrum-Langwied-Mayrweiss

Toiletten und Bänke: barrierefrei im Europark

zum Missionshaus

... in der Peter-Piemmin-Bahn durch entlang der Missionsgymnasiums. Von den dort die Baracken des ... der Vorraum der Kirche ...



9. Kavalierhaus
Das prächtige Barockschloss Kleßheim (1732 vollendet) diente früher dem Land zur Unterbringung seiner Staatsgäste, hier wohnte 1969 Königin Elisabeth von England. Jetzt rollt in dem Schloss die Roulettekugel im Casino. Das Kavalierhaus wurde 1880 als beheizbares Winterschlösschen für Erzherzog Ludwig Viktor gebaut. Das frei zugängliche großartige Schlossgartenparterre ist ein Spaziergang wert! Zusammen mit der Europastraße bildet es eine Achse zur Stadtmitte. Der Blick von und zur Stadt wurde durch die Anlage des neuen Stadions allerdings empfindlich beeinträchtigt. Wenn Sie mit der Obuslinie 1 weiterfahren, benötigen Sie ab der Haltestelle KEA, einen Zusatzfahrchein für die Außenzone.

SALZBURG erfahren!

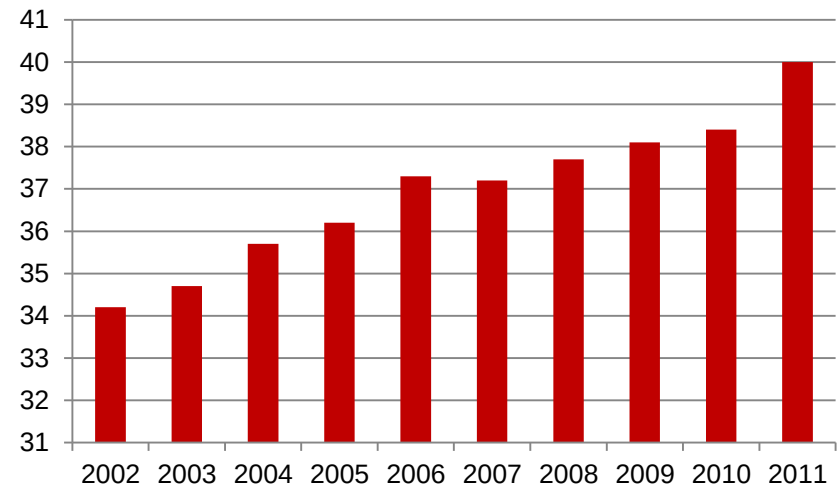


1

- Besonderes entlang der Linie
- Rundfahrt mit dem Obus
- Kleine Spaziergänge
- Messe-Lehen-Zentrum-Kavalierhaus

Salzburg: to strengthen the image of public transport through innovative and eco solutions

- New idea of improving the visibility and modernity of trolley fleet – the new Solaris vehicles;
- Salzburg trolleys powered 100% with renewable energy (hydropower), saving 51000 tonnes of CO2 emissions;
- Increase ridership from 34,2 mio pass. in 2002 to 40,2 mio. pas. in 2011.



Low cost campaign in Vilnius on ecology

- campaign to promote the awareness of people to change to public transport;
- using vehicles as a promotional carrier: the slogan „Choose a Green Transport Without CO2”;
- participation in public event "CO2 Green Drive”;
- participation in other public events less related to transport like Vilnius cinema shorts, Let there be night, etc... strenghtening general image of public transport.



Parma – rebranding trolley in the city

- introduction of new vehicles as an opportunity to rebrand the image of trolleybuses;
- E-bus campaign supporting the event started two weeks before the event (posters on 75 bus stops, 100 swinging cards on board of public transport vehicles, a huge banner displayed in the main square of Parma, newsletter, website, press conference in the main square of the city).
- invitation of citizens to try the new ebus for its first trip.



Parma, 05.2012

Lviv – using ecological message and training its own customers

- to promote electrical transport in Lviv using low cost measures;
- Message addressed also to employees;
- By campaign „Lviv is Home to Lions, not Hares”, Lvivelektrotrans intends to persuade their passengers that trip fees shall be paid, as well as to perk up the mood of all Lviv inhabitants.



European Trolleybus Day integrating promotion-mix

- a separate output within TROLLEY project;
- each TROLLEY city celebrates the "European Trolleybus Day". It takes place every year at the same date. Events all around trolleybuses with booths, tours, competitions will improve its image;
- launched in 2010 it is developing and getting popular (cities external to TROLLEY participated in 3rd ETD in 2012);
- A platform integrating different promotional activities;



European Trolleybus Day integrating promotion-mix

- A basket of benchmarks for interested cities;
- Opportunity to influence chosen segments of the audience (i.e. kids by drawing competition, adults by photo competition, etc...);
- Different measures concentrated under one attractive umbrella;
- From local to European dimension.
- Prevalence of low-cost measures.



Unlocking potential of NGO – Tbus UK

- Tbus launched a concept aiming to convey high quality and „reshness” that equates to environmental cleanliness. It applies to a whole trolleybus system in an integrated and coherent way;
- the concept is based on the idea of a cloud as a system that uses ‘gliders’ travelling on ‘ways’ that are identified graphically by flower emblems;
- strongly linked with general idea of „quality of urban life”;
- the Tbus concept rebrands trolleybuses in a very attractive way (direct advantages and a wider socio-economic perspective).



Instead of summaries:

Answering the research questions

Are there any common promotional measures possible to implement at a low cost in trolleybus cities in Europe (B2C communication)?

- Yes, they range from events, open days, introduction of new rolling stock to outdoor advertising and educational activities.

Are there any synergy effects between different promotional activities?

- Yes, it is advisable to integrate few measures and to rebrand them using European Trolley Day umbrella. organisation of European Trolley Day in the framework of TROLLEY project provides a platform for integration of different marketing activities.

Is there a need to segment the audience to be successful in marketing communication in trolley context?

- Yes, focused measures are more effective and sometimes have wider influence (i.e. from kids to parents scheme)

What are the barriers of effective trolleybus promotion in trolley cities?

- There are no material barrier at all but good passenger information and customer relations are fundamental for each of promotional activities.

Instead of summaries:

Answering the research questions



What are the most popular (checked) measures and messages?

- It depends on local context, resources and positioning of a trolley in each of the cities. Most popular measure are events and focused activities related to defined group of users.
- Also, outdoor advertising using own rolling stock might be interesting and relatively cheap way to communicate important messages (ecology, modernity, innovations, etc...).
- Common messages are related to ecology (Vilnius, Eberswalde, Salzburg, Lviv), quality of life (Tbus), education (Salzburg, Gdynia, Vilnius, Eberswalde) and modernity (Salzburg, Parma, Gdynia, Eberswalde).
- Features commonly regarded as defects may be positioned as a strong part of the trolleybus system (i.e. low number of vehicles in Landskrona allowed to give the name for each trolley, „Network is confirmation of stability and certainty of reliable service” [Mr. Gunther Mackinger, SLB])

Are there any promising segments of customers?

- Depending on strategy of city or operator, political and social targets, there might be such prospecting segments like kids and youth which might ensure broader results.