

RESEARCH SUMMARY

Title	Cycle Hire 2010 communications development
Objective	Development of two creative routes and a leaflet for the Cycle Hire scheme
Date	March 2010
Methodology	Ten focus groups with regular cyclists, occasional cyclists and cycling considerers, across a range of lifestages. All to take journeys in Central London at least twice/week

Key findings

- Cycle Hire is a highly anticipated scheme for which Londoners have many questions; the advertising that worked best started to provide answers to these questions in a simple, direct and informative way.
- Bite-sized pieces of information in the header and copy line acted as hooks to encourage people to visit the website. In the pre-launch and launch phases this included information about the name of the scheme and when and where it is being launched. In the post-launch phase this information focused more on how the scheme works and how much it will cost.
- Images and tone of voice helped to provide clues as to how the scheme works and the types of journeys it should be used for, and the TfL logo helped to position the scheme as part of an integrated transport system.
- It was important to provide the right amount of information in the advert, as too little information meant that the advert failed to create interest around the scheme, and too much or confusing information stimulated questions that led to a negative reaction, such as around price.
- It is vital to explain the concept / proposition of the scheme to set expectations for how it has been designed and how it is expected to be used before educating about how it works and the pricing structure.
- The leaflet needs to firstly communicate the concept of the scheme (emphasising sharing, innovation, short journeys, number of docking stations), how to use the scheme (streamlined information about casual and member usage, maps) and pricing (explaining charges within the context of the scheme and using scenarios). The leaflet can then provide secondary information about training, the bike itself, safety and the code of conduct.

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