

The **TRAFFIC SNAKE GAME NETWORK**

Minutes Webinar 4

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1. Introduction

Alongside the website and workshops, the TSGN webinars are another important information source and empowerment tool for the National Focal Points. These webinars will be organised a total of six times during the project lifetime.

The webinars have four primary goals:

1. To inform
2. To train
3. To help
4. To discuss

Most webinars consist of different presentations on certain topics to provide knowledge to the NFP's. In the first webinar the focus was not about building competences, but on building project knowledge meaning training on how to use the website and giving a general overview of the NFP tasks.

2. Agenda

Webinar 4		Date: 2-10-2015
<i>Item</i>	<i>Speaker</i>	<i>Time</i>
Intro by moderator	Annelien Venema (DTV)	11:00 – 11:05
'How to identify target groups and their emotional and rational motives for the choice of travel mode'	Jesper Johansson (Tyrens)	11:05 – 11:30
'Using marketing as a NFP'	Leea Catincescu (OER)	11:30 – 11:55
Wrap up	Annelien Venema (DTV)	11:55 – 12:00

3. Participants

<i>nr</i>	<i>Last Name</i>	<i>First Name</i>	<i>Role</i>	<i>NFP</i>
1	Carvalho	Marta	NFP	Portugal
2	Catincescu	Leea	NFP	Romania
3	Duhorane	Laure	NFP	France
4	Gatt	Roberta	NFP	Malta
5	Grozdanov	Veselin	NFP	Bulgaria
6	Horvat	Alja	/	/
7	Jesper	Johansson	Speaker	/
8	Lucia	Ilieva	NFP	Bulgaria
9	Miriam	Lindenau	NFP	Germany
10	Csaba	Mezei	NFP	Hungary
11	Dana	Smutkova	NFP	Czech Republic
12	Maurizio	Sorge	NFP	Italy
13	Annelien	Venema	Moderator/ CORE/ NFP	Netherlands
14	Georgia	Veziryianni	NFP	Greece
15	Frederix	Marjan	Core	/

Excused

In total 15 people took part in the webinar. Two people were present from the core group, all others were the target group – National Focal Points. The webinar lasted 1 hour.

4. Presentations

To start, Annelien gave a short explanation from the goals of the webinar and introduced the speakers Jesper Johansson and Leea Catincescu.

4.1 Presentation 1: How to identify target groups and their emotional and rational motives for the choice of travel mode (Jesper Johansson)

Jesper gave a presentation about using marketing methods in mobility management. Real marketing is scarcely used in mobility management. Jesper explains the MER analysis. This is a method used to determine emotional and rational motives from a target group. An important part of this method is executing interviews and applying laddering. Via the MER analysis they identified 5 life stages and 8 profiles.

Life stages
Adolescents
Family builders
Families
In-Betweeners
Seniors

Via Questionnaires and interviews you should identify the rational and emotional motives of your target group. Identifying both motives are of importance to obtain an optimum result. Examples of rational motives are: comfort, costs, time. Examples of emotional motives are: family, safety, freedom, peace of mind..etc.

Linking the rational and emotional motives of your target group will help you in sending 'target group specific' messages. By connecting the many advantages of the Traffic Snake Game to the rational and emotional motives of your target group, will help you in better selling TSG.

Jesper Johansson will research the results of using this techniques in an actual project in November 2015.

4.2 Presentation 2: Using Marketing as a NFP (Leea Catincescu)

Leea explained the importance of marketing, marketing principles, marketing guidelines, marketing key points and marketing flavours. During her presentation she linked the marketing aspects to her role as a NFP. Leea explained the importance of having a plan before you start communicating the TSG.

The “7P” principles were explained in detail. Leea gave examples from the TSG project to clarify the principles.

7P Principles
Product
Price
Place
Promotion
People
Positioning
Packaging

4.3 Questions & Answers

Q1: Would identifying emotional and rational motives work for TSG?

A1: Yes, however it is also important to think wider than TSG. Link it with other measures in the area.

Q2: Do you have an example of a profile that can be useful for TSG?

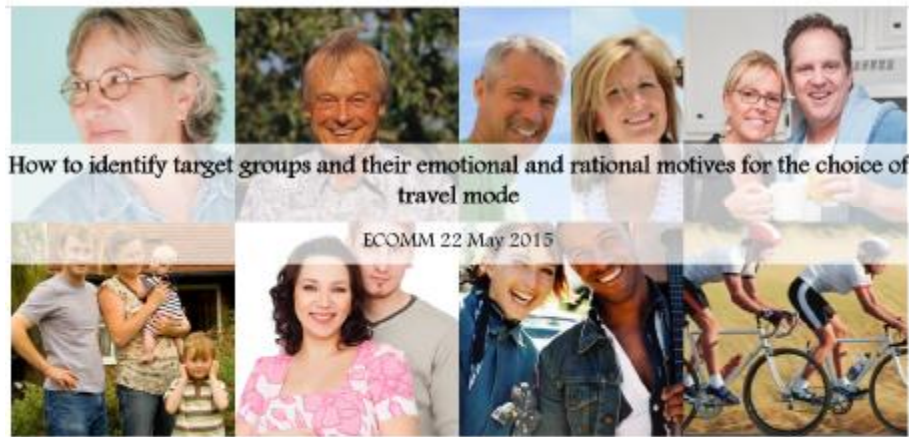
A2: An example profile is ‘Have to Howard’. Family is very important for him. He will probably respond to his child commenting his travel behaviour. It is very likely that he will change his behaviour after this.

5. Attachments



5.1 Presentation 'How to identify target groups and their emotional and rational motives for the choice of travel mode'



Slide 1

 **TYRÉNS** tyresö kommun 



Slide 2

 **TYRÉNS** tyresö kommun 

	Real marketing scarcely used in MM Measures based on old knowledge No method
	Knowledge on emotional motives New method

Slide 3

 **TYRÉNS** tyresö kommun 



Slide 4

 **TYRÉNS**

Results

- New qualitative method
- 8 Profiles/Personas
- Rational and Emotional Motives
- Place specific knowledge



Slide 5

 **TYRÉNS**

MER-analysis



Slide 6

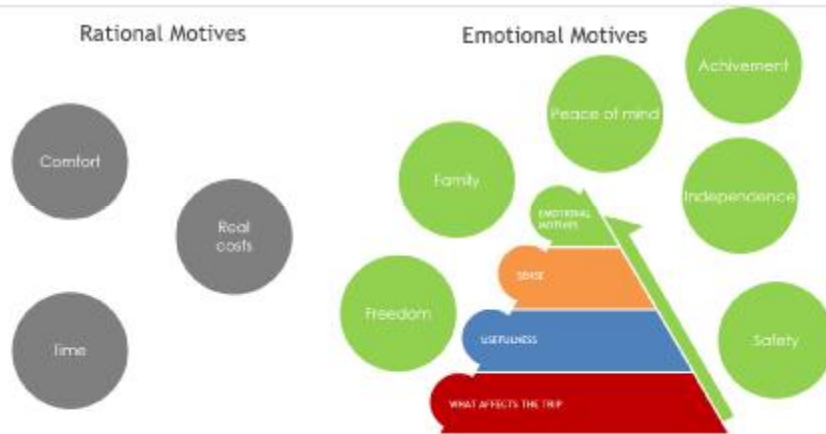
TYRÉNS tyresö kommun

5 Life Stages and 8 Profiles

Adolescents Family builders Families In-betweeners Seniors

Slide 7

TYRÉNS



Slide 8

TYRÉNS



Needs the car at work and underlines that it's comfortable. Besides that his motives are **freedom** and **family**.



Is directly affected by visible costs and fuzzy systems but values his **independence** and **freedom**.

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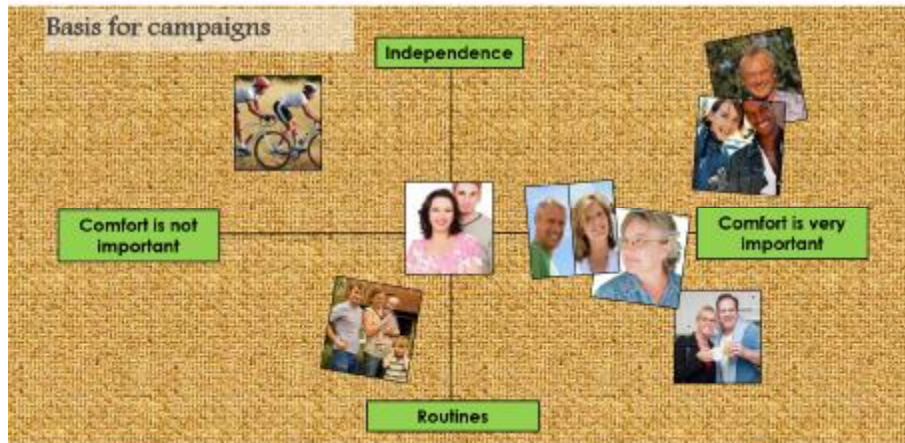
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Who to prioritize?



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Slide 11

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Basis for planning



Slide 12

 **TYRENS** tyresö kommun 

"Car Dependent-Carl" is soon to be an extinct species
Higher fuel costs doesn't affect car drivers
PT is more flexible than the car





Slide 13

 **TYRENS**

Thank you!

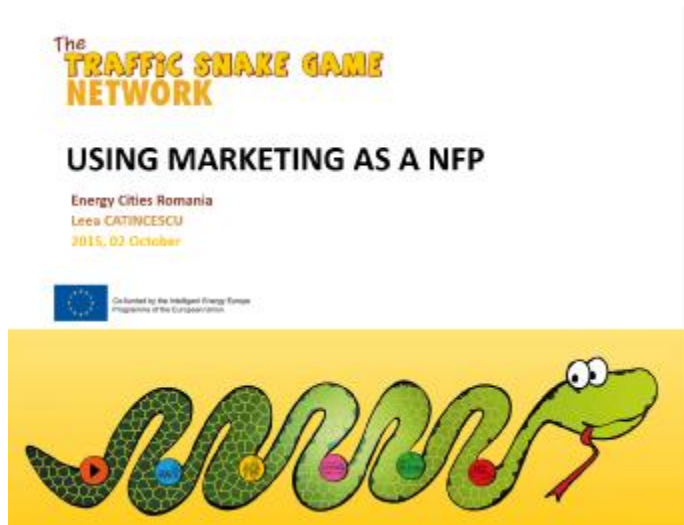


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5.2 Presentation 'Using Marketing as a NFP'

Slide 1



Slide 2



Slide 3



Slide 4

Importance of Marketing

*«Good organizations will meet needs;
Great organizations will create markets!»*

«You should never go to battle before you've won the war on paper»

- Philip KOTLER



Slide 5

Marketing principles

“7P” Principles

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Positioning
7. Packaging



Slide 6

“7P” principles

Product: the TSG campaign



To ensure a high commitment, engage the Local Authorities (target multipliers) in your campaign!

- Address multi-levels of governance:
- The **political level** (Mayor, Deputy Mayor, City Manager)
 - > for public visibility
 - The **technical structures** (Schools Dept., Transport & Mobility Dept., Local Police etc.)
 - > for their internal targets



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"7P" principles

Price: supported by the European Commission



Make the Local Authorities aware of these *important details*:

- TSG will support meeting their targets in terms of mobility and behavioral change
- TSG will be beneficial for a "hard to get" target group - small children
- TSG works on its own, like a domino effect
- Within the TSGN project, it is **FREE** of charge!!!



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"7P" principles

Place: SCHOOL, the RIGHT place!



Children are already *here!*
They learn the most *here!*

- What better place to do Education?
- How else creating a sustainable community, if not from the early ages?
- Why wouldn't the sustainable transport be on the school's curricula, as much as it is on the political agenda?



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"7P" principles

Promotion: make your Marketing so good, people would pay for it!



TSG shouldn't be just a game, it should be a *major event*, a visible *trend setter* in terms of education, a *successful call for action*, a *self-speaking behavioral change campaign!*

Build your brand:

- Tailored press releases
- Cross promotion partnerships
- Press clippings collection
- Radio news & TV interviews
- Photo & video gallery
- Online articles & Social Media







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"7P" principles

People: create a bottom-up effect

Slide 11

"7P" principles

Positioning: different, easy, fun & efficient

Think BIG!

- Group more schools & cities at once
- Gather information from all of them and speak in numbers
- Create impact by convincing schools to play during the same period
- Use a high visibility umbrella event (e.g. European Mobility Week, Sustainable Energy Week etc.)





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"7P" principles

Packaging: use all your assets!

After each campaign, make your Marketing Folder:

- Make a TSG materials collection
- Add diplomas, certificates and awards
- Gather pictures and quotes
- Collect all press releases and the press coverage report (articles, news, interviews, advertorials and videos)
- Include the monitoring & evaluation report, along with a "final results press release" tailored for each city





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Marketing guidelines

-  **Strategy before tactics**
 - Define your "perfect" target group
 - Communicate adequately
-  **Narrow the market focus**
 - Stop trying to be all things for everyone
-  **Differentiate yourself**
 - Find your hook and promote it
-  **Marketing materials should educate**
 - Use showcases, shining examples & success stories



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Marketing guidelines

-  **Success managing trio**
 - Marketing -> Advertising -> Communication
-  **Total online presence**
 - You must be: easily found online, easily engaged, easy to communicate with
-  **Live by a business calendar**
 - Schedule your activities per days / weeks / months
 - Make your stakeholders work by your calendar



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Marketing key points



OSCAR, SARPELE HOINAR



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Slide 17



Slide 18

**«The best Marketing doesn't feel like Marketing»
- Tom FISHBURNE**

Thank you for you attention!



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The
**TRAFFIC SNAKE GAME
NETWORK**

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