

## Ring & Ride / West Midlands Bus on Demand Coventry Communications Plan

### Background

In Coventry, Ring & Ride and West Midlands Bus on Demand will merge on **23 January 2023**.

Due to this, there will be changes to the service which need to be communicated.

There is an additional need, from 23 January, for ongoing marketing of the scheme to increase brand awareness and ensure it is being utilised efficiently.

### Changes for customers

Ring & Ride Users	West Midlands Bus on Demand Users
<p><b>'Good' changes:</b></p> <ul style="list-style-type: none"> <li>• Earlier service hours on weekdays</li> <li>• App booking</li> <li>• On demand booking</li> <li>• 7 day advanced booking</li> <li>• Dynamic booking</li> <li>• Ability to pay using card</li> <li>• Discount group bookings</li> <li>• Real time journey alerts</li> <li>• ENCTS and 50% off school age</li> <li>• Longer journeys</li> <li>• Simpler pricing (no daytime/evening)</li> </ul> <p><b>'Bad' changes:</b></p> <ul style="list-style-type: none"> <li>• Extending service to all users</li> <li>• Price increase for longer journeys (however this should be expected)</li> </ul>	<p><b>'Good' changes:</b></p> <ul style="list-style-type: none"> <li>• Earlier service hours on weekdays, and service on weekends</li> <li>• Preferential booking for vulnerable users</li> <li>• Ability to pay using cash</li> <li>• Larger service area</li> </ul> <p><b>'Bad' changes:</b></p> <ul style="list-style-type: none"> <li>• 'Slight' price increase to cater for a larger service area and better efficiency</li> </ul>

### Approach

This merge should occur in three campaign phases:

1. **November / December:** Awareness campaign directly to both groups around changes to the service.
  - During this time, we will need to ensure that all vehicles, websites, and apps are on track to have the correct branding by 23 January.
2. **January:** Promotional campaign around the benefits of the newly merged service.
3. **February:** Introduction of ongoing marketing for the BAU service.

## Messaging

Using the known service changes, we can pick out key messaging to use at each stage of the campaign:

Month	RR Users	WMBOD Users	New users
<b>November / December</b>	Carefully worded comms around the 'bad' changes while balancing this out with the 'good'	Carefully worded comms around the 'bad' changes while balancing this out with the 'good'	TBC
<b>January</b>	Continued targeted promotion of the 'good' changes to the service – we will still need to be considerate of the 'bad' changes for customers and the worries this may bring		An introduction to the great improvements made to a service they haven't taken advantage of yet
<b>February</b>	General marketing of the service, creating a strong basis for ongoing promotion		

## November / December

**Aim:** Awareness campaign directly to both groups around changes to the service.

**Target audience:** Customers from both groups with no focus on new customers at this point.

**Messaging:** There will be different approaches for both sets of customers, as the merge will affect them differently. The messaging will focus on informing customers about the changes, as opposed to generally marketing the service.

- **Ring & Ride customers:** Strategically informing customers on the rebrand, extending the service to all users and the price differences. Then, balancing this out with the good: Earlier service hours, improved booking and payment options, concessionary discounts, and a wider travel area.
- **West Midlands Bus on Demand customers:** Strategically inform customers of the price differences. Then, balancing this out with the good: Earlier service hours, better accessibility, increased payment options, and a wider travel area.

## Channels

This should be a targeted informational campaign for existing users. For Ring & Ride customers, we should do this with posters onboard current vehicles, on the website, via email and by door drop. For West Midlands Bus on Demand users, this should be communicated by email, app notification and on the website.

## Other considerations

During this time, we will also need to work on the rebranding of Ring & Ride. This will include wrapping NEAT vehicles and updating websites/apps.

There may also be some communication needed around operational changes i.e., account details being moved over, a change of phone number, etc.

## January

**Aim:** Targeted promotion of the positive changes to the service – we will still need to be considerate of the negative changes and the worries these will bring.

**Target audience:** Targeted promotion to existing users and an ‘introduction’ to new users.

**Messaging:** There will be different approaches for existing and new customers, as there will still be a need to inform.

- **Existing customers:** Positive communication around earlier service hours, improved booking, and increased payment options.
- **New customers:** An introduction to the above great improvements to the service

## Channels

This should have two aspects: 1) a positive targeted campaign to existing users via email, leaflets, and app notifications and 2) promotion to new users through social media, through local services and groups and out of home advertising (if budget allows).

## Other considerations

During this time, we will also need to still be considerate of the worries existing users will have.

## February

**Aim:** General marketing of the service, creating a strong basis for ongoing promotion.

**Target audience:** New and existing users – directly and via businesses and community groups.

**Messaging:** As this is general promotion of the scheme, changes shouldn't be seen as 'new' at this point and USPs should be focused on marketing the brand.

- Dynamic booking via multiple methods
- Multiple payment types
- Different trip options – corner to corner, door to door, bulk
- Concessionary discounts

## Channels

This section should use a good variety of channels to ensure all demographics are being spoken to:

- **Students:** social media, school/university events
- **Employees:** out of home, email
- **Elderly/disabled:** door drops, radio, leaflets in libraries, doctors, leisure centres etc.
- **Businesses, schools & community groups:** tool kits to ensure employees/students/group members feel confident in using the service.

## Other considerations

We must use this period to gather feedback and understand the motives for different users e.g., students may prioritise price compared to older users who may use the service for convenience. This will help shape future campaigns and target messaging further.

## Reporting

We can evaluate the success of each campaign through various methods. The main one is an analysis of sign-ups and trips booked to monitor increase/decrease and the demographic of those using the scheme. We can also monitor:

- **Digital analytics:** click-throughs and views on web pages, emails, and app notifications
- **Impressions:** views/exposure of social media adverts and out of home
- **Conversions:** direct action and customer service enquiries received from door drops/radio adverts
- **Events:** at event registrations/surveys
- **Toolkits:** feedback from businesses, schools, and community groups

## Timeline

Phase 1 14 Nov - 22 Jan	Phase 2 23 Jan - 19 Feb	Phase 3 20 Feb - 19 Mar
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Planning	Live Date	Item	Cost	Actions
01 Nov – 11 Nov	14 Nov	<b>Letters to R&amp;R customers</b>	TBC – Print & Delivery	<ul style="list-style-type: none"> <li>• Confirm address list</li> <li>• Build letter using template</li> <li>• Confirm print &amp; delivery costs with BBJ&amp;K</li> <li>• Send list &amp; letter over by 7 Nov</li> </ul>
01 Nov – 11 Nov	14 Nov	<b>Posters on R&amp;R &amp; WMBOD vehicles</b>	TBC - Print & Delivery	<ul style="list-style-type: none"> <li>• Build poster using template</li> <li>• Confirm specifications/quantities with operator</li> <li>• Confirm print &amp; delivery costs with Aurora</li> <li>• Send artwork over by 7 Nov</li> </ul>
01 Nov – 11 Nov	14 Nov	<b>Website/app update with details of merge</b>	Free	<ul style="list-style-type: none"> <li>• Build page in Umbraco by 11 Nov</li> <li>• Publish manually on 14 Nov</li> </ul>
01 Nov – 11 Nov	14 Nov	<b>Email to R&amp;R customers</b>	Free	<ul style="list-style-type: none"> <li>• Build email on Campaign Monitor by 11 Nov</li> <li>• Schedule for 14 Nov send</li> </ul>
01 Nov – 11 Nov	14 Nov	<b>Email to WMBOD customers</b>	Free	<ul style="list-style-type: none"> <li>• Build email on Campaign Monitor by 11 Nov</li> <li>• Schedule for 14 Nov send</li> </ul>
01 Nov – 11 Nov	14 Nov	<b>App notification to WMBOD users</b>	Free	<ul style="list-style-type: none"> <li>• Pull notification together on Leanplum by 11 Nov</li> <li>• Schedule for 14 Nov send</li> </ul>



28 Nov – 5 Jan <small>(Allowing for Christmas)</small>	6 Jan	<b>Creative for P2</b>	TBC - Design	<ul style="list-style-type: none"> <li>• Confirm sizing with BBJ&amp;K</li> <li>• Confirm design costs with NB: community leaflets, customer leaflets, social graphics &amp; OOH graphics</li> <li>• Brief in artwork</li> <li>• Approve content by 6 Jan</li> </ul>
12 Dec – 20 Jan	23 Jan	<b>Leaflets to community groups</b>	TBC – Print & Distribution	<ul style="list-style-type: none"> <li>• Pull together list of community groups</li> <li>• Confirm print &amp; distribution cost with BBJ&amp;K</li> <li>• Send over artwork by 6 Jan</li> </ul>
2 Jan – 20 Jan	23 Jan – 19 Feb	<b>Out of Home</b>	TBC – Advertising	<ul style="list-style-type: none"> <li>• Confirm ad costs with BBJ&amp;K</li> <li>• Send over artwork by 6 Jan</li> </ul>
12 Dec – 20 Jan	23 Jan	<b>Leaflets to R&amp;R customers</b>	TBC – Print & Distribution	<ul style="list-style-type: none"> <li>• Confirm address list</li> <li>• Confirm print &amp; delivery costs with BBJ&amp;K</li> <li>• Send list &amp; artwork over by 6 Jan</li> </ul>
9 Jan – 20 Jan	23 Jan	<b>Email to WMBOD Customers</b>	Free	<ul style="list-style-type: none"> <li>• Build email on Campaign Monitor by 20 Nov</li> <li>• Schedule for 23 Nov send</li> </ul>
9 Jan – 20 Jan	23 Jan	<b>App notification to WMBOD Customers</b>	Free	<ul style="list-style-type: none"> <li>• Build notification on Leanplum by 20 Nov</li> <li>• Schedule for 23 Nov send</li> </ul>
9 Jan – 20 Jan	23 Jan – 19 Feb	<b>Paid social media</b>	TBC – Advertising	<ul style="list-style-type: none"> <li>• Confirm ad costs with Digital</li> <li>• Send over artwork &amp; copy by 16 Jan</li> </ul>
9 Jan – 6 Feb	6 Feb	<b>Creative for P3</b>	TBC - Design	<ul style="list-style-type: none"> <li>• Confirm asset list for schools/universities</li> <li>• Confirm asset list for toolkits</li> <li>• Confirm sizing with BBJ&amp;K</li> <li>• Confirm design costs with NB: school leaflets, toolkit content, social graphics, OOH graphics</li> <li>• Brief in artwork</li> <li>• Approve content</li> </ul>
9 Jan – 6 Feb	20 Feb	<b>School &amp; university events</b>	TBC – Material & Resource	<ul style="list-style-type: none"> <li>• Confirm process for education events</li> <li>• Pull together a list of events to attend</li> </ul>
23 Jan – 18 Feb	20 Feb – 19 Mar	<b>Out of Home</b>	TBC – Advertising	<ul style="list-style-type: none"> <li>• Confirm ad costs with BBJ&amp;K</li> <li>• Send over artwork by 6 Jan</li> </ul>
6 Feb – 18 Feb	20 Feb	<b>Toolkits</b>	Free	<ul style="list-style-type: none"> <li>• Confirm process with Travel Choices</li> <li>• Send over artwork &amp; copy by 13 Feb</li> </ul>
6 Feb – 18 Feb	20 Feb – 19 Mar	<b>Paid social media</b>	TBC – Advertising	<ul style="list-style-type: none"> <li>• Confirm ad costs with Digital</li> <li>• Send over artwork &amp; copy by 13 Feb</li> </ul>
6 Feb – 18 Feb	20 Feb	<b>Email to WMBOD Customers</b>	Free	<ul style="list-style-type: none"> <li>• Build email on Campaign Monitor by 18 Feb</li> <li>• Schedule for 20 Feb send</li> </ul>
6 Feb – 18 Feb	20 Feb	<b>App notification to WMBOD Customers</b>	Free	<ul style="list-style-type: none"> <li>• Build notification on Leanplum by 18 Feb</li> <li>• Schedule for 20 Feb send</li> </ul>