

# Unlocking public transport

Car key-activated billboards encourage drivers to use public transport

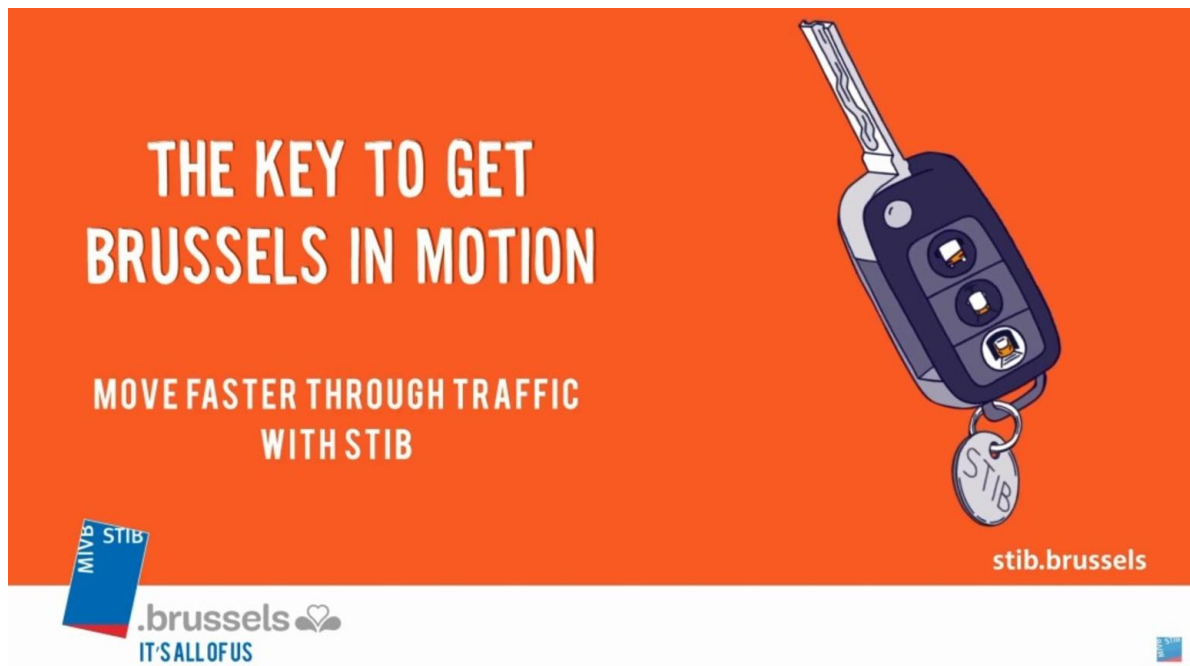
July 15, 2019

Brussels transport authority **Stib** has placed interactive billboards at busy parking locations across the Belgian city to encourage car owners to consider taking public transport.



When drivers press their car key fobs, the posters activate flashing lights and sound a horn to mimic the Stib tram. Drivers who approach the billboards receive a free Stib travel ticket from a nearby vending machine to use on the tram or bus.

The campaign is called **The Key to get Brussels in Motion**, which is also the copy printed on the digital billboards.



**Results** / According to **mortierbrigade** in Brussels, the agency behind the campaign, over the two-day activation, The Key to get Brussels in Motion drew the attention of **27,451** drivers and gave out hundreds of free travel tickets.

## **INSIGHT /**

**Points of tension** / Brussels has 370,000 cars a day travelling through the city, according to the campaign video. And Stib's key commitments is towards sustainable mobility and preserving the quality of life in Brussels, which is why it is encouraging drivers to try environmentally friendly public transport.

One way to encourage drivers to change their behaviour and take the tram instead, is to point out the pain points of driving and in particular parking. According to the British Parking Association (as reported by The Telegraph) 44% of drivers in the UK find parking a stressful experience. It's a time-consuming, as well as a stressful endeavour. In the US, drivers spend on average 18 hours a year searching for parking spots, a study by Inrix, a specialist in connected car services and transportation analytics, found.

By placing the billboards in an area where parking is scarce, Stib is positioning the tram as a viable alternative that would enable drivers to avoid the headache of finding a parking spot. The free ticket creates a sampling opportunity to encourage drivers to try the tram at the precise moment when they might be thinking about

how annoying it is to drive (and park) in the centre of town.

The location here is key to really making this outdoor campaign land. As John Patroulis, chief creative officer at Grey Worldwide and jury president of the Outdoor category at Cannes Lions 2019, told us: 'Outdoor demands to understand the environment that it is in. The idea must be strengthened by where it exists, the context is part of the idea.'

**Reactive billboards** / The mechanic behind this campaign is novel and attention-grabbing enough to pique drivers' curiosity. Linking a digital billboard with a car's remote locking functionality is an original way to target car owners specifically and we could imagine this mechanic being used by a car brand, for instance, in a campaign to encourage drivers to swap their existing car. It's also reaching out to the target audience of drivers at the moment when not only is it ok to distract them (as they're not driving) but they're acutely aware of their surroundings as they're looking for their vehicle.