Measure LIS_08: To implement campaigns and partnership initiatives

Description of the measure and main outcomes expected

This measure aims to develop and to implement marketing campaigns to showcase the benefits of PT services and comprises two main actions:

Carris' marketing campaign: This submeasure focuses on the assessment and implementation of campaigning strategies to foster the use of PT, with particular emphasis on private transport users. The outcomes of this measure shall be the analysis of the existing needs and perception of current and potential users, as well as the selection of feasible strategies to nudge the wider adoption of sustainable modes, which will culminate in the development of campaigns that highlight the benefits of using PT.

TML's mobile app marketing campaign: This submeasure was designed to promote the mobile application developed under the measure LIS_07, and encourage the use of public transport, thereby reducing urban emissions, through a comprehensive marketing campaign. This campaign is structured in phases to align with the app's development and the integration of new services. The marketing initiative aims to familiarize the public with the app through an evolving narrative, inviting users to participate in its growth. Its main expected outcomes include:

- production of a multi-phase engaging campaign
- effectively introduce the navegante® app to the public
- engage users to use the MaaS app navegante™
- achieve significant uptake of the MaaS app navegante™
- demonstrate the app's potential to enhance urban mobility and public transport accessibility in the Lisbon metropolitan area

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Preparation of the measure

Carris' marketing campaign: The analysis of user-profiles and best practices to promote behavioural change, collected and developed within UPPER. Study on user and non-user needs and perceptions to be conducted within the framework of LIS_03.

Figure 1: Design thinking session advertising piece used in social media.

CARRIS launched its first social media campaign launched on 05/06/2024, to commemorate the World Environment Day.

TML's mobile app marketing campaign: To actively engage with the community and involve them in the product's development, TML organized a brainstorming session utilizing the Design Thinking method (Figure 1). This session aimed to gather fresh feedback on the application and envision new stages of its evolution.

Figure 2: Campaign teaser: preparing for product launch.

The campaign was designed following the results of the Design Thinking session and was launched in April 2024 with a teaser featuring a pregnant woman, symbolizing the impending launch of the

navegante® product. This phase included a call-to-action for users to test the app and provide feedback, thereby engaging them directly in the development process (Figure 2).

Figure 3: Campaign image for the 1st phase: product launch.

Key objectives of this initial phase included:

Conducting real-world tests to ensure product quality.

Bringing the navegante® brand closer to the public.

Building trust and involvement in the app's development, making users feel like integral contributors.

Collecting user feedback to refine and align the app with user expectations.

Following the testing phase, the first major campaign for the navegante® app was launched, featuring a small child and conveying the message that "Carrying the pass is now almost a joke." This phase emphasized the app's convenience and ease of use (Figure 3).

Primary goals of this phase included:

Enabling remote access to mobility services via the app.

Reducing queues at service points.

Strengthening the navegante® brand's presence and connection with users.

Figure 4: Flyer for brand activation campaign promoting free pass draw for app users.

The campaign was executed through various channels including out-of-home advertising, radio, ATMs, press, social media, app stores, operator websites, municipalities websites, customer service centres, bus screens, and municipal facilities. Communication materials comprised graphic images, videos, and radio spots. Additionally, brand activation events were held at six key transport hubs, supported by promotional teams, and an advertising competition was launched to encourage app usage (Figure 4).

A significant feature introduced in the campaign's first phase was a dedicated service for young students, allowing those up to 19 years old to access the pass for free with a single top-up via the app. This initiative was supported by a new campaign image and parallel communication efforts (Figure 5).

It is worth noting that Phase 0 involved 991 beta testers who provided valuable feedback on the app. Phase 1 ran during May and June 2024, achieving notable success. In May 2024, 7,000 users utilized the navegante® app, and by June 2024, this number increased to 20,000 users.

Figure 5: Campaign image focused on the free activation for users under 23 years old.

Challenges & Mitigations

Carris' marketing campaign: Given the overlap between the studies in LIS_03 and LIS_08, in what concerns the assessment of user and non-user perceptions, it was decided to conduct a multi-purpose study. Therefore, the development of the more ambitious campaigns in LIS_08 was postponed allowing making use of the abovementioned study's outcomes. In this context, these campaigns are expected to be launched in 2025.

TML's mobile app marketing campaign: Some difficulties were faced regarding the timing of the campaign launch due to delays in the app development itself.

Next steps towards implementation

Carris' marketing campaign: Following the results of the LIS_03 study, a novel study will be launched to assess the best target for different user groups, as well as car users. This will then allow for the design of more ambitious campaigns to be launched throughout 2025.

A variation of the current marketing campaign targeting different audience segments is expected to be implemented by next September. Also, new campaigns to promote the upcoming phases of the app are expected to be launched according to its evolution.