

**Client:** Transport for London

### **Background**

Transport for London is responsible for all the capital's transport infrastructure. This includes London's buses, the Underground, the Docklands Light Railway (DLR) and the management of Croydon Tramlink and London River Services. They also run Victoria Coach Station and London's Transport Museum. In addition, they maintain the capital's road network and manage the central London Congestion Charging scheme.

### **The Challenge**

Transport for London operates direct links from Heathrow, so it is important for overseas visitors to have up to date travel information, as soon as they arrive in the country. The Visitor Travel Guide provides information about the tube and other public transport services available.

The challenge presented to us by Transport for London, was to develop a cost effective solution, which provided access to their Travel Guide for all international passengers arriving at Heathrow Airport.

### **What did we suggest to address this problem?**

Our solution was to place their leaflets in our premier Welcome to Britain display stands. These stands offer 100% coverage of all arriving passengers at Heathrow Airport's four terminals. In order to cope with high demand for the leaflets, we were able to allocate 6 display slots, grouped together in each of the display stands.

### **The Result**

Since the campaign started over 100,000 leaflets have been picked up by passengers. We anticipate that by the end of the first 12 month period over 400,000 leaflets will have been disseminated through the Heathrow Network.

### **Quote:**

"It is important to TfL that visitors are aware of our services before they arrive on our system. As one of many distribution channels for our products and services we are working closely with Take One Media to ensure that our generic travel guide for visitors is seen by all passengers arriving at Heathrow. The effectiveness of this can be measured in leaflet take-up and the impact on our operations at the airport."

Dermot Donovan, Tourism Manager

