Increasing bicycle use based on segmented marketing

Example from Gdynia
SEGMENT project

- April 2010 – March 2013 (36 months)
- Cost of the City of Gdynia: 161 384 EUR
  - 71.67% of eligible costs - the amount of funding from the IEE
  - 28.23% own contribution of Municipality of Gdynia
- Lead partner: London Borough of Hounslow (GB)
- City partners: Almada (PT), Athens (EL), Sofia (BG), Utrecht (NL), Gdynia (PL), Munich (DE),
- For more information visit: www.segmentproject.eu
SEGMENT objectives

...through a *transferable* „market segmentation” model and *successful targeted marketing campaigns*
Market segmentation

- transportation habits
- transportation behaviours
- people undergoing "life change moments"
- marketing survey
- market segmentation
- designing a marketing campaign
- implementation of the campaign
Target groups of Gdynia

- new school pupils
- new employees
- new parents
Marketing survey

- December 2010
- Questionnaires prepared by the *University of Aberdeen*
- Result – specified segments in the target groups

<table>
<thead>
<tr>
<th>Target group of Gdynia inhabitants</th>
<th>Number of questionnaires for distribution</th>
<th>Number of questionnaires in marketing research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting primary school pupils and their parents</td>
<td>1202</td>
<td>508</td>
</tr>
<tr>
<td>People starting a new job</td>
<td>435</td>
<td>245</td>
</tr>
<tr>
<td>Parents of infants traveling with them to health centers (<em>for the project – age of children is between 0-1 years)</em></td>
<td>455</td>
<td>436</td>
</tr>
</tbody>
</table>
Results of the survey:

- **Active Car Owners**: 15%
- **Practical Travellers**: 20%
- **Reluctant Pragmatists**: 13%
- **Devoted Drivers**: 10%
- **Status Seekers**: 14%
- **Car Free Choosers**: 10%
- **PT Dependents**: 3%
- **Car Contemplators**: 15%
- **non-car owning segments**:
Campaign for new employees

- Segments selected to the marketing campaign implementation:
  - **Status seekers** - 14 %
  - **Reluctant pragmatists** - 13 %
  - **Car contemplators** - 15 %.

- Main selection criteria were segment size and the potential to change their transportation habits and behaviour.

- Two separate marketing campaigns:
  - Separate campaign for car contemplators
  - **Common campaign for status seekers and reluctant pragmatists**

- Campaign targeted mostly to men.
New employees

status seekers

- work full time
- travel by car mostly
- like driving just for the fun of it
- think public transport is not for successful people
- think public transport is expensive
- care about environmental issues
- would cycle to be fit
- have the will to cycle more (but not to work)
- feel cycling is too difficult
- feel cycling is not safe
New employees

reluctant pragmatists

- work full time
- mostly drive to work by car (for practical reasons)
- already use public transport (sometimes)
- not convinced about environmental issues
- would cycle to express themselves
- have the will to cycle more
- feel guilty about driving a car too often
Campaign for new employees

Target: to increase bicycle use in trips to/from work

What do we want them to feel?

- they are happy and feel good with themselves when not driving a car
- they are fit enough to cycle
- they are safe while cycling
- they express themselves by cycling
- a car is not a social status symbol

What do we want to say to them?

- express yourself by cycling
- be fit and healthy (you don’t have to be a sportsman to cycle)
- cycling is trendy
- car is not a symbol of success ("I’m successful and I cycle, and I feel good about it!")

Campaign was implemented in 7 companies (with more than 50 employees) in Mar - Sep 2012
180 new workers were included
Campaign implementation

- Bicycle to work posters

1. "1 cycle to work, and you?"
2. "Forget about the car, bike is more fashionable by far!"
3. "Wow, he cycles to work!!!"
Campaign implementation

❖ Bicycle competition

Aim:
to motivate new employees from Gdynia's companies involved in the campaign to cycle to/from work

Implementation:
April - July 2012 (the competition lasted for 15 weeks)

For getting to work by bicycle on a given day each participant received a sticker.

Prizes:
at least two stickers = cyclists' breakfast.
at least 15 stickers = double cinema tickets.
at least 30 stickers = opportunity to win one of 3 main prizes.
Campaign implementation

- Bicycle competition

Winners received awards worth:

- I prize – 500 EUR
- II prize – 250 EUR
- III prize – 125 EUR

They could choose between:

- bicycles,
- bicycle trailers and seats for children,
- bicycle bags and backpacks,
- bicycle clothes,
- bicycle helmets,
- bicycle shoes,
- bicycle accessories.

The winners chose bicycles 😊
Campaign implementation

- Vouchers for free bicycle service
Campaign implementation

- Company bicycles
Campaign implementation

❖ „Positive bicycles”

I’m not an athlete, a bike is my diet

I’m a happy cyclist and bike is everything to me

When I ride a bike, I feel like wild animal!

I’m a manager, I cycle to work everyday!

April - May 2012

Aleksandra Romanowska
Road and Green Areas Management in Gdynia
EU Projects and Mobility Management Unit

30 May 2013
Campaign implementation

- „Decorated bicycles”

July - August 2012

Forget about a car, bike is more fashionable by far!!!
Campaign summary

- 7 companies in Gdynia (every company hires more than 50 workers)

- **time duration of campaign**: March 2012 – September 2012

- 19 participants regularly cycled to/from work within cycling competition (out of 32 new employees who declared their willingness to participate)

- positively received by the media

- perceived by participants as an attractive way to persuade to change transport habits/behaviour
Campaign evaluation

- second survey on case and control group (a total of 222+83 new workers)
- results in modal split:

- successfull, effective campaign which is continued as Gdynia’s local measure among all employees of companies in Gdynia
Bicycle competition 2013

I cycle to work, and you?

- May – September 2013
- Website for registration of rides to/from work by bicycle
- “bicycle breakfasts”
- 5 awards for the biggest no. of rides
- 5 awards for the largest no. of kms travelled by bicycle

www.konkursrowerowy.pl
Thank you for attention!

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