

# Case study Serco Docklands

## CLIENT

Serco Docklands is a wholly owned subsidiary of Serco Group, a major public company with global interests including defence, aviation and facilities management. Serco also has a substantial rail division, Serco Rail, of which Serco Docklands is a part. The division includes operations in Docklands, Manchester and Copenhagen, covering railway maintenance, testing, property and call centre management. Serco Docklands repeatedly wins the 'Best Rail Operator' award at the National Rail Awards.

## TASK

The brief was to produce a three-phase outdoor media campaign with 3-4 years' longevity:

- To raise awareness of the new extension and opening date of the new link to London City Airport
- To publicise the opening date event
- To provide continuing communications to encourage people to use the Docklands Light Railway (DLR) as a link to London City Airport

## ACTION

We presented a range of concepts and showed the application across different outdoor media: taxi and bus wraps;

posters within the airport itself; and 'system-wide' posters throughout the DLR network (i.e. across all stations on the network).

We also produced a comprehensive media schedule dealing with publications such as 'Metro', the 'Evening Standard' and other newspapers based in the East End of London.

## RESULT

Of the DLR passengers questioned about the new extension to London City Airport, 95% showed awareness of the creative campaign. They indicated that they had seen some form of communication and were aware of the opening of the new link.

## FIND OUT MORE

If you'd like to find out what we can do for you, call us on **0118 958 9815** or visit our website at [www.oculus.co.uk](http://www.oculus.co.uk)



*“You have produced an effective and well thought through campaign, so well done. We are all truly happy with it!”*

Serco Docklands

