

# Case study Serco Docklands

## CLIENT

Serco Docklands is the franchise operator of the Docklands Light Railway (DLR), working to deliver a safe, reliable and cost-effective service for east London residents, commuters and visitors. It has one of the world's most advanced automatic train control systems and carries over 70 million passengers a year.

## TASK

The £211 million Stratford International extension (SIE) brings a new audience to the DLR network including local residents and people who connect at SIE from Kent and forms a key part of the London 2012 Olympic Games transport network. DLR asked Oculus to create a two-phase promotional campaign: phase one to create awareness of the new extension prior to its opening; phase two to encourage a diverse audience to use the new extension.

As well as communicating to a potentially new audience, the challenges included:

- Project delays, leading to uncertainty over the extension opening date
- Moving deadlines until one week before the launch
- Limited budget, meaning that the creative had to work across both phases of the campaign

## ACTION

The Oculus creative team focused on 'connecting' passengers, using a thought bubbles concept with icons to represent the range of possibilities that passengers would now connect to.

As well as highlighting the spacious, light environment passengers would travel in we also emphasised that they could use their oyster card and this was supported by a list of secondary messages, such as:

- Linking to high-speed rail services at Stratford International
- Stratford International to London City Airport takes only 17 minutes
- Linking to Canary Wharf, the City and ExCeL London

Having tested this messaging with internal stakeholders, Oculus set about finalising the creative for the two phases.

## RESULT

The campaign was rolled out via the local and Kent press, on local radio and via door drops, as well as on station platforms, BT booths and bus supersides.

Within three weeks, awareness of the campaign was at 75% for commuters and 69% for local residents. Within the first two months, passenger numbers exceeded expectations, with over one million journeys made on the new extension.

## 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)





*“The Now Open posters look great in situ and I’m looking forward to the whole campaign go live. Well done and please pass on my sincere thanks to your team at Oculus.”*

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