



Canberra Metro Operations

RailGallery

Task:

Customer access campaign - Communicate a safe boarding practice when using light rail

Key stakeholders:

Transport Canberra, ACT Government



Services offered



Marketing

Creative public transport communication



Videography

Narrative, instructional, graphic effects, editing



Photography

Talent, customers, operating environment



Content design

Storyboarding, Scriptwriting, narrative creation

One of the risk factors for light rail passengers are incidents involving closing doors. To help mitigate this risk, Canberra Metro sought to create a communication campaign, which aimed to enhance customer awareness through a range of communication collateral across multiple channels.

Our task was to shape a compelling story to attract interest from the target publics to promote safe boarding practices.



The brief

Safety messages focused on behavioural change are often instructive, authoritative and can result in some negative perceptions.

Since Canberra Metro ruled out using an authoritative campaign approach, RailGallery explored ways to create interest and engagement to educate the target audiences in a fun, relatable and memorable manner.



Watch the video on YouTube

youtube.com/railgallery





Detailed approach

We examined the reasons why customers were caught in closing doors, and examined the approach and messages used in safety campaigns of other light rail operators in Australia and internationally.

In a normal operating environment, doors may be opened by customers when the door button is pressed, and then closes if no one is boarding the vehicle. Understanding how the doors operate is important for customers to use the doors appropriately and to understand when and how they close.

During the creative process, we worked collaboratively with Canberra Metro to present three campaign concepts. Each campaign approach was mapped in detail, including resources and costing.

Canberra light rail services operate up to 18 hours every day, and we needed to ensure normal services were unaffected whilst filming took place.

We planned every step of the process to minimise disruption and provided storyboard, talent casting, location familiarisation and rehearsal before the shoot. We also worked closely with the client during the approval and endorsement process with ACT Government.

The online campaign was launched on 23 April 2021 and attracted more than 5,000 local views on social media channels. Shares and comments from the public also helped increase reach across other groups and platforms.

To maximise the reach to potential customers, we also created examples of station posters and stickers at point-of-use.



Safety first

We advised our production plans and followed all on-site safety policies



Knowledge of rail

We familiarised with the operating environment to ensure a smooth production process



Think like our client

We helped our client to refine the marketing approach to ensure their objectives are met



Stunning results

Our client is satisfied with the planning, process and final deliverables