



STRENGTHS

Cost reduction
Stakeholder engagement
Communication

PROJECT TITLE

Metrolink: Marketing and Product Interventions

CLIENT

Transport for Greater Manchester

DESIGN SUPPLIERS

Hemisphere, Manchester, United Kingdom

LAUNCH DATE

July 2012

USEFUL LINKS

www.hemispheredmc.com/

Metrolink, Marketing and Product Interventions

SUMMARY

The Metrolink system is set to more than double in size by 2015. In 2009, Hemisphere was tasked with developing a new visual identity that would be carried across the whole of the expanded network as new extensions and improvements are implemented. This includes new tram livery design, as well as signage, station stops, uniforms, ticket vending machines and system mapping and literature.

The new identity aims to position Metrolink as a forward-looking and contemporary public transport service and its rebranding will play a fundamental role in the city's drive to position itself as a major European capital.

INSIGHT

As part of the project, Hemisphere researched and took account of what works well and why in successful integrated transport systems across Europe. They also carried out extensive research in the local market and highlighted that making changes to the price structure, promoting better value products more effectively and changing the sales interface would aid the transport provider's long-term goals.

APPROACH

By redesigning the ticket machine interface ticket options were presented to users much earlier, reducing frustration. Hemisphere also implemented a zonal-fare map, clearer travel communication materials and the option to buy weekly or monthly travel cards without a photo-card.

OUTCOME

Reducing the barriers to travel on Metrolink has increased average weekly season tickets sales by 155%, and has resulted in an average year-on-year increase in sales of 85%. The changes also increased the percentage of weekly sales made at ticket machines by 24% to a total of 88%, reducing staff involvement and costs.