



The Objective

SPT Subway have a requirement to better understand educational awareness around brand perception, ticketing, patronage, subway modernisation programme and overall customer satisfaction amongst a variety of user types (white collar professionals, blue collar workers, students, tourists and leisure travellers)

The Methodology

Face to face interviews conducted amongst adults who live / work / study within 800, (half a mile) of a Subway station, Focus Groups for creative concept testing and Subway modernisation interrogation and online follow up research to the student population of Glasgow.

The Result

The data presented to SPT Subway gave them 3 key findings: 1. The confidence to know their creative concept and brand messaging was working. 2. That there was a fundamental lack of education and awareness around smart ticketing and the modernisation programme and 3. There is a greater opportunity to win patronage from bus providers and Uber in particular by increasing visibility amongst the student population of Glasgow.