



Travel Smart

TDM campaign refresh Nov '21

myjourneyhampshire.com/travelsmart

myjourneyhampshire.com



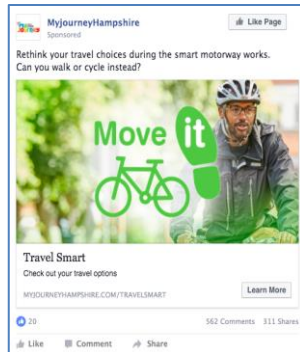
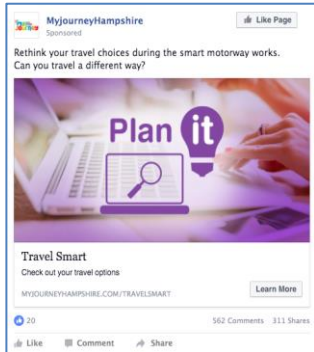
Travel Smart (Aug-Nov '21)

Rethink your travel choices during the Smart motorway works.

Can you travel a different way?

Can you walk or cycle instead?

Is there a better time to travel?



A vertical graphic for the Travel Smart campaign. It features three sections: 'Plan it' with a lightbulb and magnifying glass icon, 'Move it' with a foot and bicycle icon, and 'Flex it' with a house and clock icon. Below these icons, the text reads: 'Make healthier travel choices for you and your environment, especially during the Smart Motorway works'. At the bottom, there is a blue banner with the website 'www.myjourneyhampshire.com/travelsmart' and logos for MyJourney Hampshire, Hampshire County Council, Portsmouth City Council, and Southampton City Council.

Campaign stats (to end of September)

- 7.7 million online ad impressions and 31k clicks
- 27k landing pages visits for Travel Smart page (58k to end of Nov)
- Est. 700k impacts for bus rears
- Est 2.2m impacts for six sheets (due to run again in December and January).
- Est. 2m impacts for radio ads over three weeks in Sept.

myjourneyhampshire.com



Why refresh the message?

- Combat message fatigue
- Refocus audience - more specifically targeting commuters
- Desired outcome - still TDM (travel demand management)
 - Reduce traffic on M3 and M27 (during upgrade works)
- Desired outcome - still to encourage use of sustainable travel
 - Message less overtly focused on motorway schemes
- More targeted use of resources on myjourney.com
 - Journey Planner
 - Interactive roadworks map
 - walking and cycling resources
 - public transport info

myjourneyhampshire.com



Travel Smart (Nov '21-Feb '22)

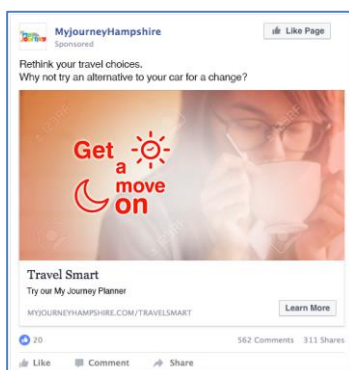
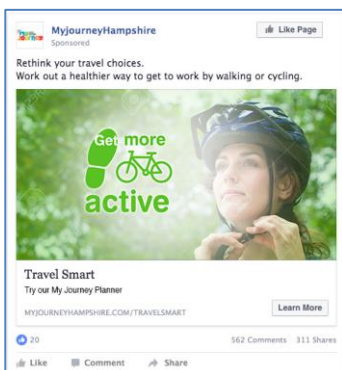
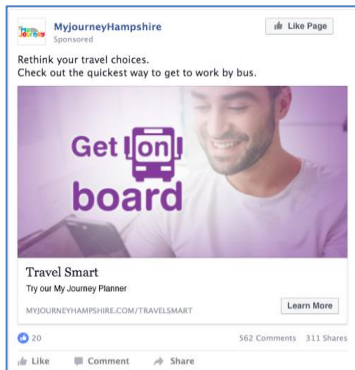
Rethink your travel choices.

User our My Journey Planner to travel smarter and leave your car at home.

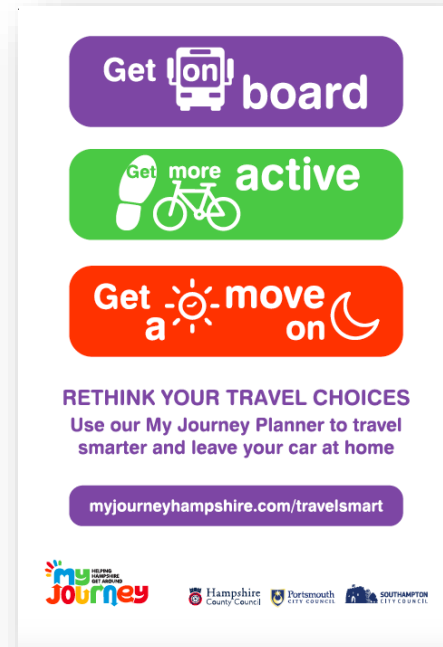
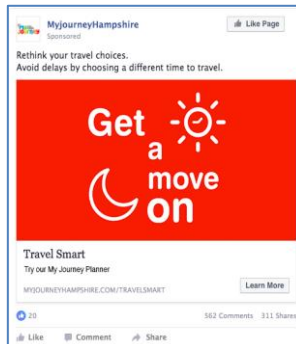
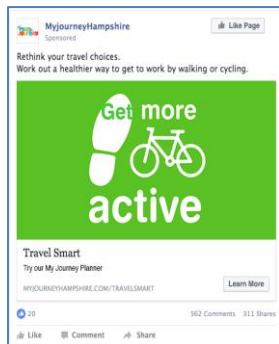
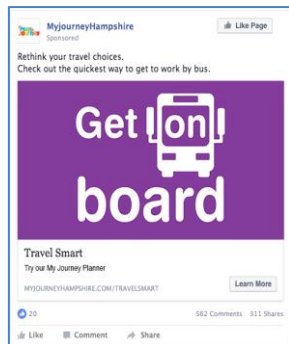
Check out the quickest way to get to work by bus

Work out a healthier to get to work by walking or cycling

Avoid delays on your commute by choosing a different time to travel



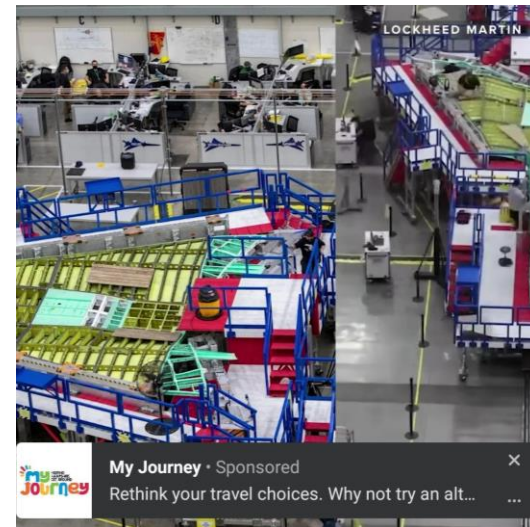
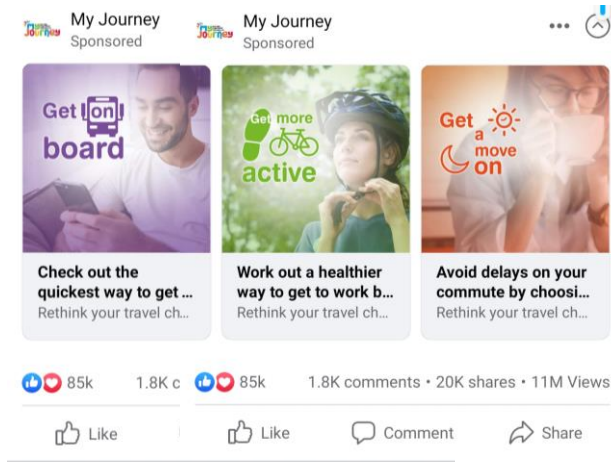
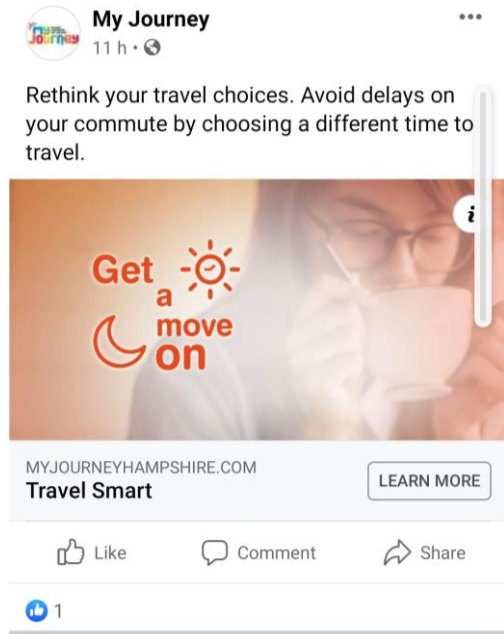
Travel Smart (Nov-Feb)



myjourneyhampshire.com



12 Nov 2021 – live captures



myjourneyhampshire.com



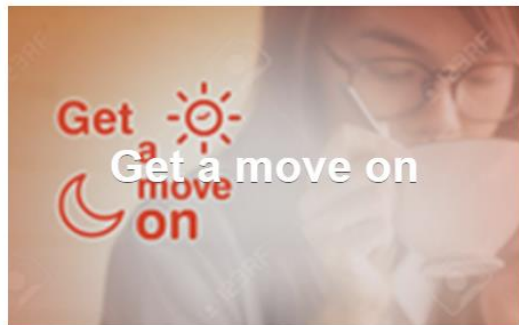
Key landing pages



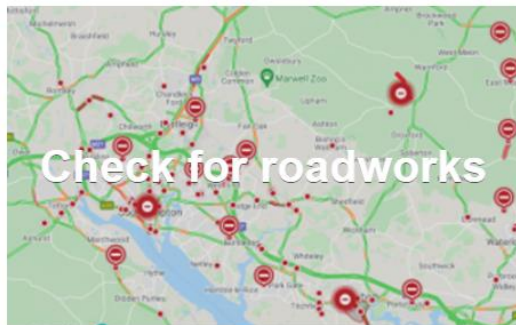
[Read more](#)



[Read more](#)



[Read more](#)



[Read more](#)

‘Get on board’ = Plan it!

- public transport options

‘Get more active’ = Move it!

- active travel options

‘Get a move on’ (new page)

- reconsider when you travel

Check for roadworks

- Interactive roadworks map

Any questions?

clare.satterly@southampton.gov.uk

myjourneyhampshire.com/travelsmart

myjourneyhampshire.com

