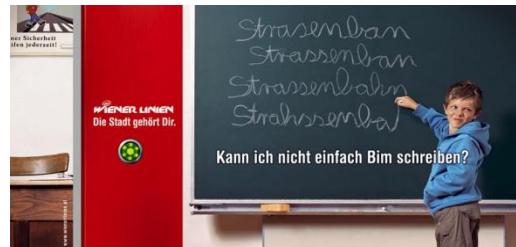


# Marketing of Wiener Linien



By Martin Kalab

# Wiener Linien facts and figures

- Vienna: 1,7 mio inhabitants (No. 10 in EU), 415 km<sup>2</sup>
- Lines: 116 (5 metro, 28 tram, 83 bus), 8.000 employees, founded 1903
- Passengers: 838,7 million/a
- 24h metro operation on weekends, else by busses
- Kilometers/Day: 180.000 (4,5 x around the World)
- Annual tickets: 356.000 (2010) – 38% of passengers (6% with single tickets)

# Bus fleet



# Vienna – a success of quality of life

- **Mercer Study puts Vienna on top in ranking of 215 cities worldwide for the first time**
- **(2nd Zürich, 3rd Geneva)**
- **Criteria:** political and social stability
  - schools and education
  - healthcare
  - quality of water and
  - environmental care
  - infrastructure
- **Public transport and its conditions, network and further expansion.**



# Good – but not paradise

- **City of Vienna as the owner strongly declares its support of Vienna Transport:**
- pressure on public budgets is increasing and also Wiener Linien have to cut costs
- costumers in Vienna take high quality of PT as a matter of course



# ***Decision: good performance - keep or increase in a saturated market?***

- **„Marketing by action“**  
short term oriented discounts, special tariffs
- do it like banks, supermarkets, car companies, do it (cheaper than, better than,....)
- success is measured on a short-term base

or



# ***Decision: good performance - keep or increase in a saturated market?***

- **„Longterm branding“**
  - to change the emotional bonds with the company
    - create personal values for everybody's life
    - break generation gaps
    - make PT to „the“ preferred way of travelling
- Wiener Linien decided to choose branding:  
a good branding protects from being exchanged easily on the market and secures loyal and long term costumers!



# Our way of longterm branding

- with everyday-stories to create emotions
- little/hidden technical content
- no overpromise („the best“, „always friendly“)
- use of surprise creates impact
- stories in advertisements are used to transfer emotions and sympathy to brand
- consequently over years
- stories must be understood by all generations



# Our way of longterm branding



A man in a dark work jacket is smiling and holding a young girl's drawing of a bus. The drawing is titled "Fahr Papi" and features a yellow bus. The man is standing next to a red school bus. A digital display on the bus shows the text: "SCHÖN, DASS MEIN SCHULBUS PAPA ZUR ARBEIT BRINGT." A young boy is standing on the bus. The background shows a blurred city street.

**JA: WIEN.**

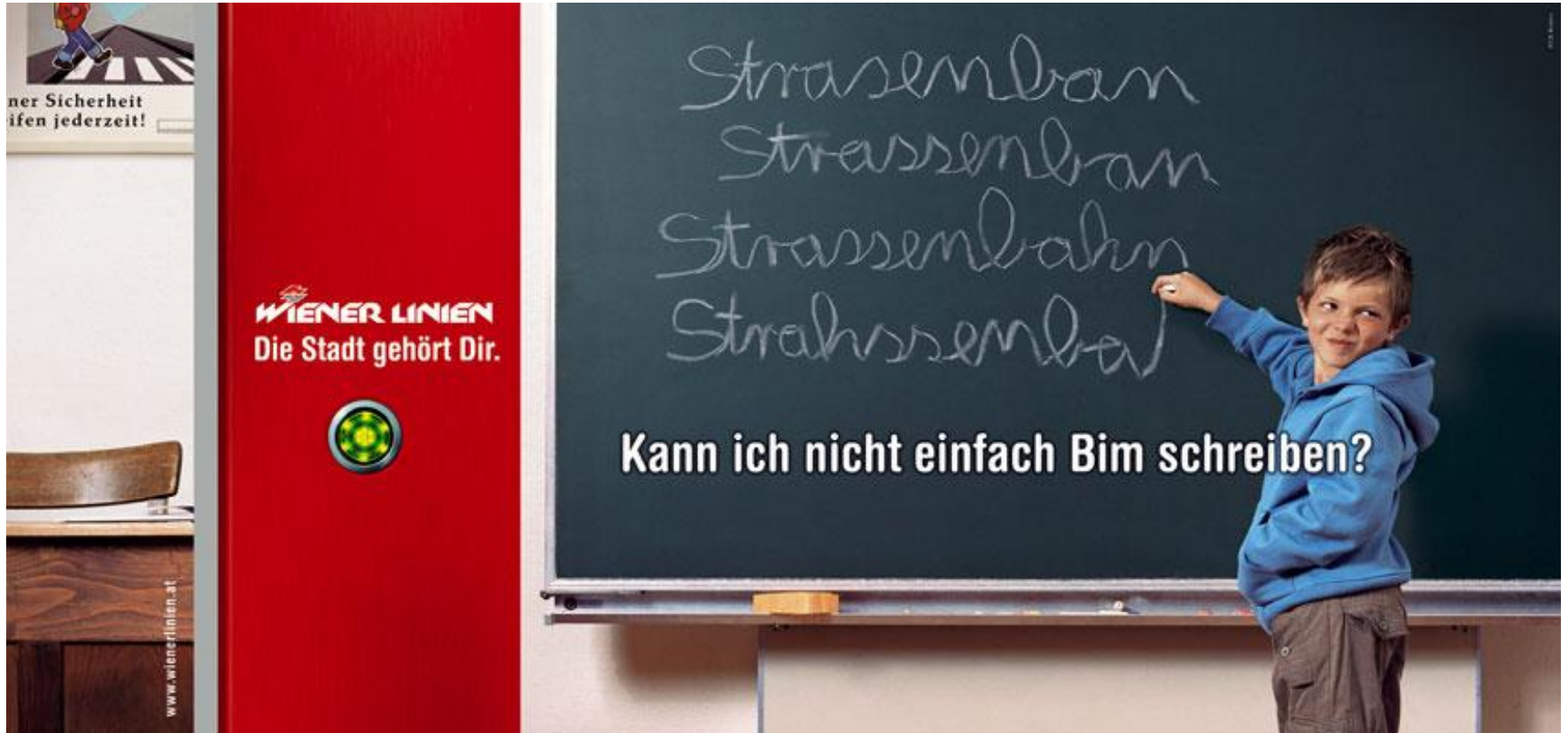
**WIENER LINIEN**

Die Stadt gehört Dir.

[www.wienerlinien.at](http://www.wienerlinien.at)

Nice, that my school bus gets daddy to work.

# Our way of longterm branding



(written: Tramway) „Can I write Bim instead“



# Our way of longterm branding



„Ah granny, it's warm in the bus“

# Our way of longterm branding



„I better drive back home one more time“

# Our way of longterm branding

- Concentration on few channels in marketing
- Three times a year an image sujet on the best boards and citylights in town
- Advertisements in newspapers and biggest magazines
- No actions like special offers, discounts used in marketing
- Consequent market research controlling the change over time
- No direct confrontation with the car – we accept that our customers are also car drivers



# Bonus ticket book

- To express thanks to our regular customers
- 24 bonus tickets with price reductions in cinemas, theater, museum, restaurants and sports activities
- Once a year for annual ticket holders



# Bonus tickets

Die Stadt gehört Dir.



Ihr Jahreskarten-Vorteilsscheck Nr. 3

Kunsthistorisches Museum, Schatzkammer und mehr



Die Stadt gehört Dir.



Ihr Jahreskarten-Vorteilsscheck Nr. 4

Naturhistorisches Museum: Kunst & Natur



Die Stadt gehört Dir.



Ihr Jahreskarten-Vorteilsscheck Nr. 13

UCI Kinowelt Millennium City: Filmangebot in 21 Sälen



Die Stadt gehört Dir.



Ihr Jahreskarten-Vorteilsscheck Nr. 14

Das Gartenbaukino: eine Institution unter Wiens Kinos



# Proof of success

<b>Customer satisfaction with PT</b>	<b>1993</b>	<b>61%</b>	<b>2009</b>	<b>89%</b>
<b>Market share</b>	<b>1993</b>	<b>29%</b>	<b>2010</b>	<b>36%</b>
<b>Non-PT-trips caused by negative subjective evaluation</b>	<b>1993</b>	<b>10%</b>	<b>2009</b>	<b>2%</b>
<b>Captive riders</b>	<b>1993</b>	<b>45%</b>	<b>2009</b>	<b>26%</b>
<b>Annual tickets</b>	<b>1992</b>	<b>182.000</b>	<b>2010</b>	<b>356.000</b>
<b>Senior citizen tickets</b>	<b>1992</b>	<b>58.000</b>	<b>2009</b>	<b>109.000</b>
<b>Student tickets</b>	<b>1997</b>	<b>35.000</b>	<b>2008</b>	<b>70.000</b>
<b>Passengers</b>	<b>1992</b>	<b>626.8 Mio.</b>	<b>2010</b>	<b>838,7 Mio.</b>
<b>Turnover (out of transport)</b>	<b>1992</b>	<b>236,7 Mio.</b>	<b>2008</b>	<b>416,9 Mio.</b>

# Customer information

- Quantitative (timetable) through internet, qando, at the stop
- Qualitative (questions) through 9 customer centers and sales outlets, folders telephone, email





# Internet

www.wienerlinien.at - Windows Internet Explorer

http://www.wienerlinien.at/


Datei Bearbeiten Ansicht Favoriten Extras ?

WSTW Intranet Portale www.wienerlinien.at

Barrierefrei mit den Wiener Linien

Suche  GO  
Erweiterte Suche

**Fahrpläne** **Tickets** **Service** **Vorteilsangebote** **Aktuelles** **Unternehmen** **Presse** **Webcams** **Sicherheitsquiz**



**Fahrplanauskunft / Routenplan**

**Start** ☒ Haltestelle ☐ Straße/Nr.


Für eine Suche ausserhalb von Wien bitte den Ort angeben.

**Ziel** ☒ Haltestelle ☐ Straße/Nr.

z. B. "Friedlgasse" oder "Hauptstraße, Mödling"

**Zeit** ☒ Abfahrt ☐ Ankunft  
Datum  Uhrzeit

Erweiterte Auskunft



**Aktuelles**

- **Machen Sie mit beim Wiener Linien Sicherheitsquiz!** | 17.01.2011
- **SeniorInnentickets bleiben günstig und attraktiv** | 20.01.2011
- **2010: Jahr der Rekorde bei den Wiener Linien** | 14.01.2011
- **Wiener Linien ziehen Falschparker-Bilanz: 3.600 Einsätze** | 10.01.2011
- **4 Monate Nacht-U-Bahn: Fast 2 Millionen Fahrgäste sicher unterwegs** | 04.01.2011

Alle News

**Vienna Ring Tram**

- Deutsch
- English
- ☐ Ticket kaufen

**Schnell zu**

- ☐ Countdown-Anzeige
- ☐ Online-Ticket-Shop
- ☐ unser Jugendportal
- ☐ qando-mobiles Infoservice

**Kontakt**

**WIENER LINIEN GmbH & Co KG**  
Erdbergstraße 202  
1030 Wien

**Öffnungszeiten:**  
Mo-Mi: 8:00 - 15:00 Uhr  
Do: 8:00 - 17:30 Uhr  
Fr: 8:00 - 15:00 Uhr

**Erreichbar:**  
U3 Station Erdberg  
**Tel.:** +43 (0)1 7909-100

E-Mail-Anfrage

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# qando

- Online timetable
- Real-time departures
- Mobilephone-Ticket
- City-Info



# Real-time departures



Thank you very much for your  
interest!

Martin Kalab

