



London Transport Museum Branding Research

Qualitative topline



[A PARTNER IN DTAG]

Contents

1. Background and objectives
2. Key findings
3. Summary



Background & Objectives

- Formal research is required to evaluate the roll-out of the new London Transport Museum logo with a mix of existing and potential customers, and to identify any major red flags.
- First and foremost, important to understand the impact of migrating the London Transport Museum logo away from the traditional TfL colours and taking the museum descriptor away from the main logo:
 - Do participants instinctively understand what the logo is referring to?
 - What impact does the colourway have on perceptions of the London Transport Museum brand?
- **Comprehension:** what do they take from what is being communicated visually? Does the logo create any confusion?
- **Engagement:** how do they feel towards the creative? How relevant does it appear to them?
- **Impact:** what does it motivate them to do next? Does it inspire action or a new way of thinking?
 - **Regarding the use of colour:** Does the new colour selection take them to a 'fun/leisure/cultural' space?



Method & Sample

Method

2x days of virtual hall tests

- 30 x 20-minute interviews
- Interviews conducted on 29th November and 5th December

Structure of sessions:

1. Technical support
2. Introductions
3. Response to the creative



Sample

12 x **Londoners** (ie those living within London/Greater London area, travelling into Central at high frequency)

8 x **potential visitors to the London Transport Museum** (ie those who either live just outside London or further afield but primarily engage in cultural visits/days out when they do travel into London)

- Mix of gender
- Mix of SEG per group (ABC1C2DE)
- Mix of lifestages
- Inner London sample – all living in Greater or Inner London
- Wider population (visitors) living in a mix of home counties, suburbs surrounding London and cities in the North (Manchester, Leeds etc)
- Mixed modes used
- All to have an interest in days out/cultural trips

Success criteria used for evaluation

The creative ideas were evaluated using the following criteria



Comprehension

Are the messages and the required behaviour clear?



Engagement

Do people respond emotionally to the logo messages and feel it is relevant to them?



Impact

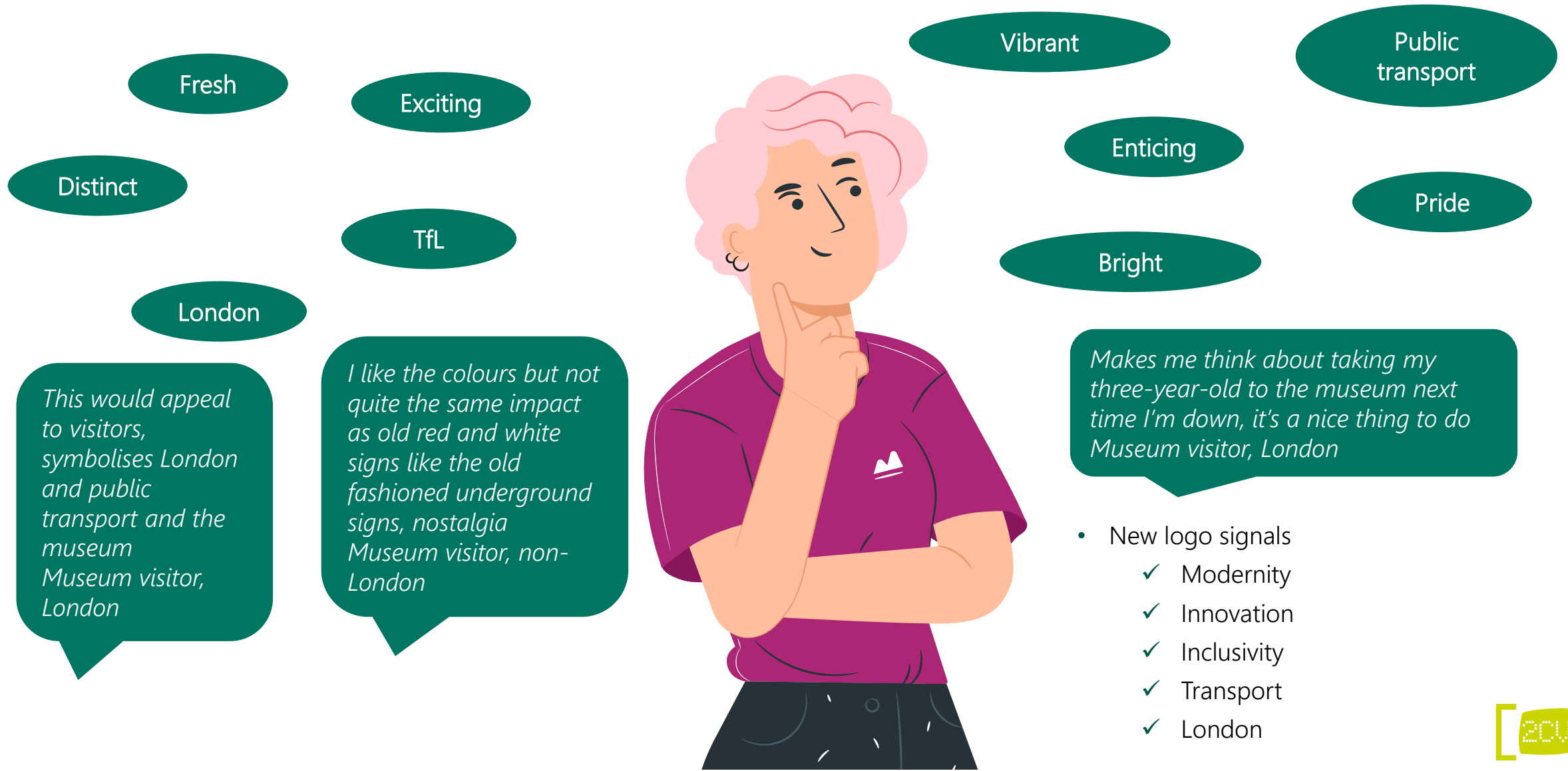
What does the logo motivate them to do next? Does it inspire action or a new way of thinking?



Key findings



An overall positive response to the London Transport Museum rebrand – semiotic and cultural associations are rich



First impressions are typically of a TfL sign for a museum

- High recognition of TfL brand and strong associations can prompt people to think about TfL and the TfL estate (Tube stations, ticket halls) where they are more used to seeing logos and signs
- Common understandings of the logo when tested in isolation can therefore lean more towards TfL than London Transport Museum:
 - A sign on the Tube map signifying a place of interest
 - An exit sign at a Tube stop/in a station for a local museum

It's signposting where a local museum is any museum imagine an arrow by it at a tube exit
Museum visitor, London

It makes you think inclusivity, equal and inclusive...
Museum visitor, non-London

I like the colours and the fact that it's changed from quite bland/straight forward to something a bit more positive and interesting (assuming it is the TfL logo changed for a specific sign/purpose)
Museum visitor, London

It's TfL telling me where there's a museum
Museum visitor, non-London

I'm not clear what the image is saying the sign and the shape are so associated with London Underground I'm struggling to remove the museum part and take that as the main thing I'm looking at rather than the image and the shape,,,
Museum visitor, London



Bold new design signals TfL, transport and museums in general

- Roundel is strongly associated with:
 - Iconic London
 - Travel and transport
 - History and nostalgia
 - Underground
 - Childhood
- A few knee-jerk responses where people mention it could be a sign for a station stop called 'Museum' but this quickly fades as people know there isn't a station called Museum and they don't imagine that there would be a new one
- The other associations with TfL and museums in general are also far stronger and shape initial impressions to a greater extent

It screams London underground, the shape on the tube every time you pull into the station every twenty seconds it flashes past you as you're grinding to a halt
Museum visitor, non-London

Nostalgic about day trips with my dad and now I'm planning them with my kids the Science museum Natural History, happy childhood
Museum visitor, non-London

There isn't a tube called museum is there? That's what I originally took from it but now thinking about it why would there be so I don't think that is what it is
Museum visitor, London

The traditional red and blue one looks old and tired – too much like a tube station, whereas the MUSEUM logo looks distinct and no risk of mistaking it for a tube
Museum visitor

Link to the London Transport Museum can be weak

- Few visitors immediately link the logo with the London Transport Museum
- Londoners with more awareness and experience of the museum are quicker to make the association
- Even when presented with the image of the museum building, some do not make the link and see it as a generic sign on a museum building
- Strength of TfL associations (driven by the roundel) can over-ride all others
- This can dampen motivation to find out more – *'it must just be TfL celebrating/referencing...pride/a museum'*
- Especially for visitors/those living outside London



*Needs extra words London and Transport for someone visiting like my Mum and she's the person buying the day tickets so needs to feel it's worth it and she knows what she's visiting. She might miss it otherwise.
Museum visitor, London*

Colourful design is liked, signalling diversity and inclusivity



- ✓ First and most significant response – highly modern, vibrant
- ✓ Colour scheme connotes diversity and inclusivity
- ✓ For some, this is purely positive as suggests is for everyone
- × This can be mixed though – as for some this becomes solely a symbol for pride – and the connection is lost



- ✓ White generally landed well – seen as clean and crisp
- ✓ For those who found the colourful design overwhelming/confusing – white often felt like a clearer alternative option
- × A minority did find it to be too muted/lacking in stand-out (when compared with the colourful iteration)



- × Black design was felt to be too muted/sombre for many – lacking cut-through and failing to entice or inspire

*The colour logo is my preferred and it says London – vibrant, open, inclusive. But colour wouldn't work alone, needs white simple logo for more colourful contexts where the multicoloured one would clash. Not black that says dark dank death what I imagine a closed tube to have not a welcoming museum vibe
Museum visitor, London*

Awareness of London Transport Museum brand, sub-brands and existing marcomms is low



- × Limited recognition of current London Transport Museum or Hidden London logo
- ✓ Words 'london transport museum' seen as helpful for aiding comprehension and prompt some to suggest they be added to the new MUSEUM logo
- × Visitors do not immediately connect the Tube posters with the London Transport Museum brand
 - × Few recall seeing existing ads therefore they come fresh to the idea of transport museum comms
- ✓ Once logo viewed in context of physical products or the museum itself, link to London Transport Museum is clearer
- ✓ There is some appetite to strengthen the link to the Museum by adding the words 'london transport'

The green one looks consistent – logo and message of poster match look and feel and more impactful. Other ones don't make much sense to me – what's Hidden London about? Is it an ad to travel to hidden bits of London? Museum visitor, non-London

If I wasn't a Londoner, I'd not know the transport museum so might need more help to read it as that Museum visitor, London

It's logical it would be for the London Transport Museum rather than just any museum Museum visitor, London

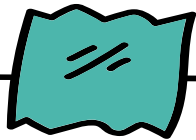


Summary



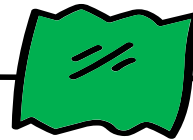
Executive summary

- London Transport Museum rebrand is viewed positively across London and non-London visitors
- Seen as “bold” and “distinctive”, the new logo has strong links to TfL, transport and museums in general
- The link to the London Transport Museum is weaker which can negatively impact levels of engagement and motivation to find out more
- The colourful design is enjoyed, and signals diversity and inclusivity in a general sense
- Some customers (non-London) find the associations with Pride confusing and prefer a plain white logo as well as a multi-coloured one



Comprehension

Awareness of the London Transport Museum was low overall, and therefore comprehension of the branding in the new lock-up was mixed



Engagement

Use of exciting, bold colour scheme and the notion of a ‘hidden London’ drove appeal and high engagement



Impact

New design can herald innovation and raise expectations for the future of the museum (cueing a revamp)