

To Study The Effectiveness Of Transit Advertising Among Youth In Mumbai

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Abstract:

OOH advertising is primarily dominated by Billboards and is a popular choice among the advertisers. But the Transit advertising is equally a powerful medium. A wide variety of commuters are on public transport like Local buses, Cabs, Local trains, Metros etc. Every individual encounters the transit advertising on daily basis. .Since transit advertising cannot be skipped or removed unlike digital ads it is unique in its own way. Moreover, the display to varied audience and multiple locations, offering flexibility of ads and usage of local language while communicating are the assets of transit media. A controlled environment, sharper targeting and cost efficiency are some of its valuable benefits.The research is conducted on youth to understand the effectiveness of Transit Media among youth in Mumbai

Keywords: Transit advertising, BEST Bus Advertising, Local Train advertising, Cab Advertising, effectiveness, impact, creative.

INTRODUCTION

TRANSIT ADVERTISING:

Another name for Transit Advertising is 'Advertising in Transport'. It is an advertising placed in or on modes of public transportation or in public transportation areas. By using Transit advertising, ads can be placed anywhere from on the sides of buses, trains and taxis, to inside subway cars, parking stations, inside bus stations and near train or bus platforms and airports The main purpose of transit advertising is to reach riders and acquaint them with the brand. The advantage of Transit advertising is that it cannot be skipped or ignored. It cannot be turned off like television or any other digital platform gadgets. It reaches drivers, passengers, commuters' pedestrians etc. The large, colourful and innovative design commands attention of the onlookers. It is delivered to varied audience and offers flexibility of size and location

PUBLIC TRANSPORT IN MUMBAI

City of Mumbai has one of the finest Public transport System in India. It involves transportation of people through train, road and water. The major Public Transport in Mumbai are: Buses, Taxis, Rickshaws, Rail, Metro, Monorail etc. The Bus transport network in Mumbai is the largest organized bus network among major cities in India. Public buses operated by the Brihanmumbai Electric Supply and Transport Undertaking (BEST) carry over 3.67 million passengers each day. Moreover, Mumbai Suburban railways has 7.5 million people travelling daily, which has the highest passenger density in the world. \

An Average Indian spends 1hour 40 minutes (approx.) of their days' time getting to their office. Moreover, a study conducted by Boston Consulting Group, Says that Among the other Asian Countries, People of Mumbai spends 135% more time in road due to traffic congestion. Hence, in Mumbai people's encounter with transit advertising is quite high as compare to any other city in India.

MAJOR TRANSIT ADVERTISING IN MUMBAI

A. BEST BUS advertising:

Buses are moving throughout housing and downtown areas, on secondary streets and main roads, every day. Bus Ads are available in a diverse sizes and formats, extending from side panel displays to fully wrapped buses. Bus ads deliver swift essential information throughout the city and are seen by both pedestrians and people on vehicles at the same time. Wraps and embellishments makes the ads look attractive and outstanding.

BEST Buses offer the following advertisements:

1. Full Bus Wrap Advertising
2. Bus Back Panel Advertising
3. Bus side Panel Advertising
4. Bus seat Back Panel Advertising
5. Bus Window Top Advertising
6. Bus Shelter Advertising
7. ST Bus Stand Hoarding Advertising

B. TAXI Advertisement

Advertising displays on the top and side of taxis and advertisement that run on a monitor inside the taxis (i.e., taxi TV advertising) is known as Taxi advertising. Cab advertising has a great reach within

the city. Taxi top advertising displays are unique and attractive advertisement since it penetrate through the clutter to varied audience.

TAXI cab Advertising offers:

1. Taxi Roof Top Advertising Panels
2. External Door Advertising
3. Internal Seat Back Advertising
4. Full Cab Wrap Advertising
5. Digital Ads on Play Screen Advertisement

C. Local Train Advertisement

Mumbai local train advertising helps to reach a large number of people. Mumbai local trains are the lifeline of the city and it carry more than Seven million passengers in a day. Due to this advertising on local train is highly in demand. Mumbai local train advertising provides a highly tailored local touch to local audiences. Highly visible these attractive displays at railway stations throughout the length and breadth of Mumbai city across the Central, Western and Harbour rail lines are designed aptly to grab the attention of lakhs of travellers. Regular commuters just cannot avoid seeing these advertisings displayed at strategic locations at the railway or train stations.

Local Train Advertising offers

1. Radio announcements in trains and platforms
2. Platform hoarding and banners
3. Standees at the entry and exit points of major railway stations
4. LED panels
5. Digital screens
6. Kiosks
7. Distribution of product samples
8. Live demonstrations of products at platforms and in trains
9. Exterior train branding
10. Interior panels and posters inside the train compartments
11. Branding on the route maps in the trains.

Objective of the Study:

1. To assess the effectiveness of Transit advertising
2. To study the impact of Transit Advertising on Youth

Hypothesis of the Study

1. Transit advertising is an effective medium
2. Transit advertising has a favourable impact on Youth

Sample Design

1. The study is conducted on a sample of 65 respondents
2. Simple Random Sampling
3. **Age:** 18-25
4. **Gender:** Male & Female (Out of 65 respondents, 54% are female respondents and 46% are Male respondents)

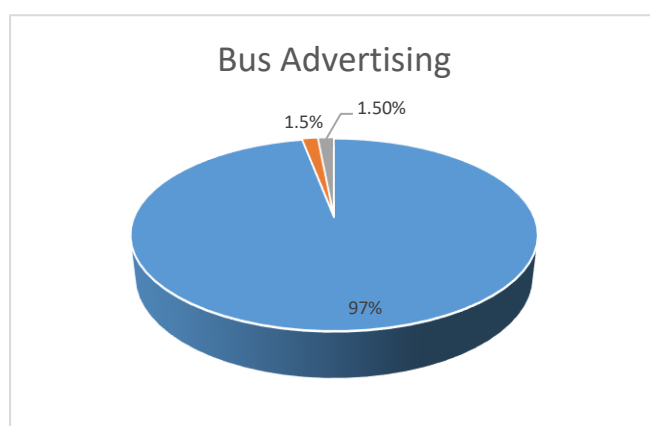
METHODOLOGY

- Primary Data Collection- (Survey)
- Unstructured Interview method

DATA ANALAYSIS

- Percentage of respondents who noticed transit advertisement on Buses and Bus Shelters

Yes	No	No Opinion
97	1.5	1.5

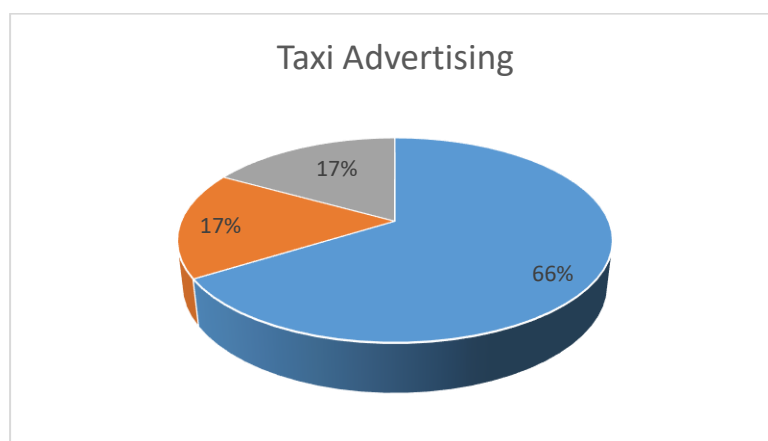


Analysis: 97% of the respondents have noticed the transit advertisement on Buses and Bus Shelters. Majority of them feel that BEST bus advertisements are quite attractive and can be viewed throughout the City. The advertisement inside the bus like back seat, handles and LED screen are quite eye-catching. Pedestrians while walking and Commuters waiting for the buses notice the advertisements on bus shelters. While youth on private vehicles observe the advertisements on back and side panel advertisement on buses. The huge size of the BEST Buses allows the advertisement to

have massive size making it more striking. Moreover, snarling traffic in Mumbai makes the transit advertisement on the buses more visible to the people.

▪ Percentage of respondents who noticed Taxi advertisements

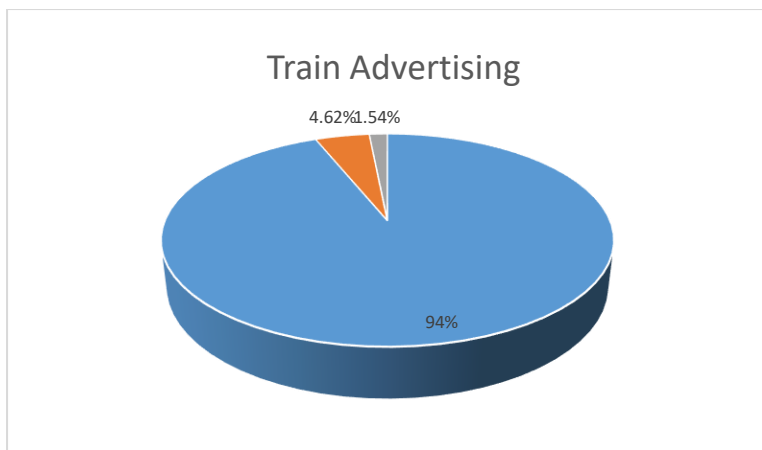
Yes	No	No Opinion
66	17	17



Analysis: Around 66% of the respondents have noticed Taxi advertisement in Mumbai. Whereas, 17% of them have not noticed and 17% of the respondents are unsure whether they have observed Taxi advertisement or no. The total 34% who have not noticed the Taxi advertisement and are unsure states that a lot of youth like to travel by Public transport like buses and train because they are safe and economically viable instead taxis which are quite expensive. Moreover, there are not many advertisements on Kaali-Peeli taxi. The Cab advertising are more visible on online cabs in Mumbai like OLA, UBER, Cool Cabs, CEO cabs etc. The size of the advertisement is also not that huge that it can be observed from a distance.

▪ Percentage of respondents who noticed Local Train and Railway Stations advertisements.

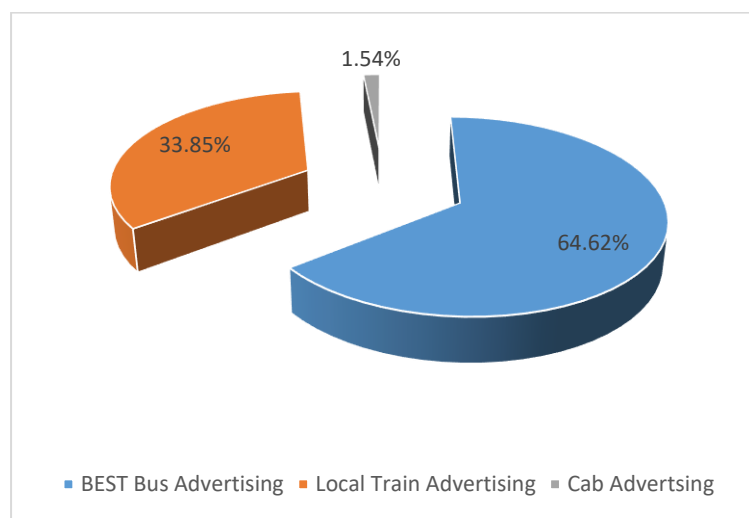
Yes	No	Can't Say
94	5	1



Analysis: Local Trains are the lifeline of Mumbai. Majority of population in Mumbai travel by train every day. 94% of the respondents have noticed advertisement on Trains and railway stations because they have been commuting by train most of the days. Since trains are fast and cheap transportation available people prefer to travel by it the most. Hence have a large number of people encountering Train advertisement of daily basis. Moreover, train advertisement here available in many formats from train announcements to complete Train wrap which makes the advertisement eye-catching and exclusive for the on-looker.

- Percentage of Respondents who consider the best medium in terms of Transit advertising.

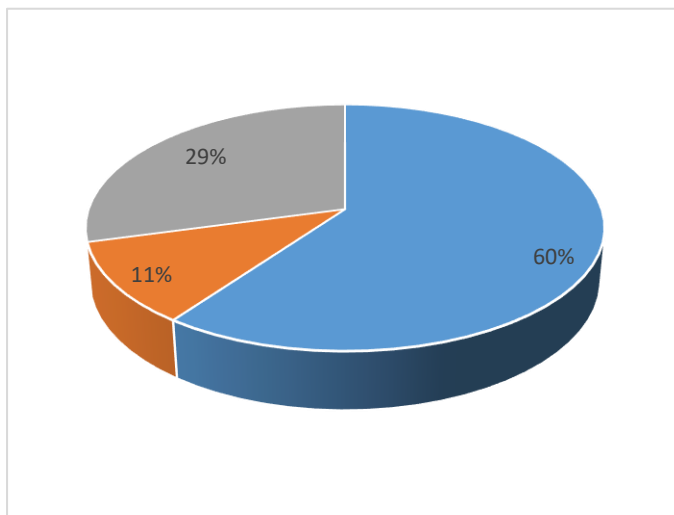
BEST Bus advertising	Local Train Advertising	Cab Advertising
64.62%	33.85%	1.54%



Analysis: 64.62% of Respondents prefer BEST Bus advertising as the best medium in terms of transit advertising, followed by Local train advertising and Cab advertising. The main reason for this is the visibility of BEST buses advertising on road as compare to Train and cab advertising. Since the local buses also travel in the intricate streets of the city, hence it is largely seen by the people. Moreover the advertisement are quite huge and attractive which draws the attention of the people.

- Percentage of Respondents who consider transit advertising creative or no.

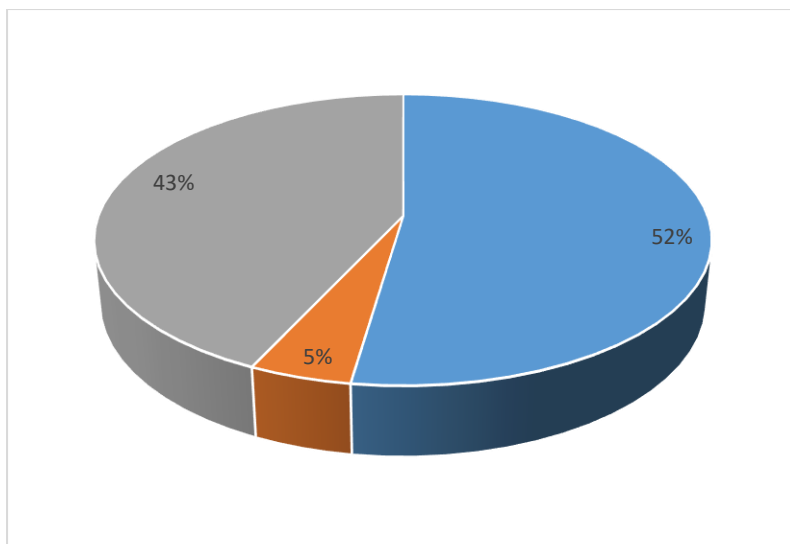
Yes	No	No Opinion
60%	11%	29%



Analysis: 60% of the respondents consider transit advertising creative. Factors like Creative software's, digitalization and advances in print production technologies enhances the Creativity with regards to visuals and text in in transit media.

- Percentage of respondents who feel that transitadvertisement can convey the brand message to the people effectively.

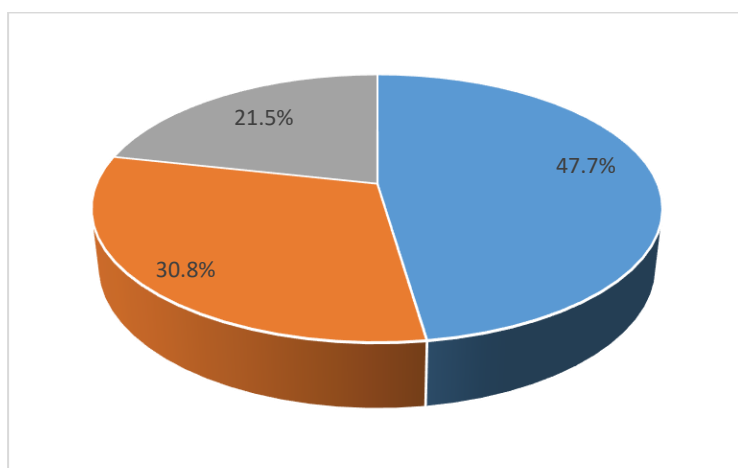
Yes	No	No Opinion
52	05	43



Analysis: 52% of the respondents feel that transit advertisement can convey the brand message to the people effectively.

- Percentage of respondents who think that during COVID-19 Pandemic Transit media was able to convey safety message to people.

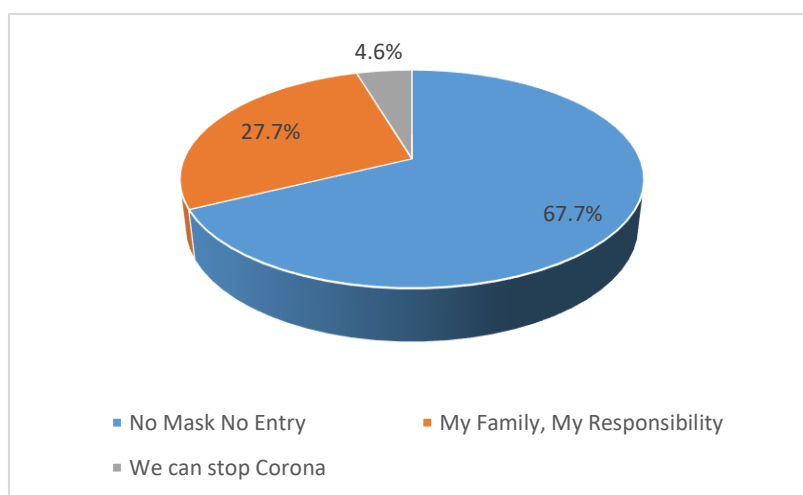
Yes	No	No Opinion
47.7	30.8	21.5



Analysis: 47.7% of the respondents agree that during ongoing COVID-19 Pandemic transit media was able to convey safety message to people (like wearing mask, maintaining social distancing, frequent hand wash etc).

- Percentage of respondents who consider the most famous advertisement campaign on Transit media during Covid-19 Pandemic based on the frequency of visibility on road in Mumbai.

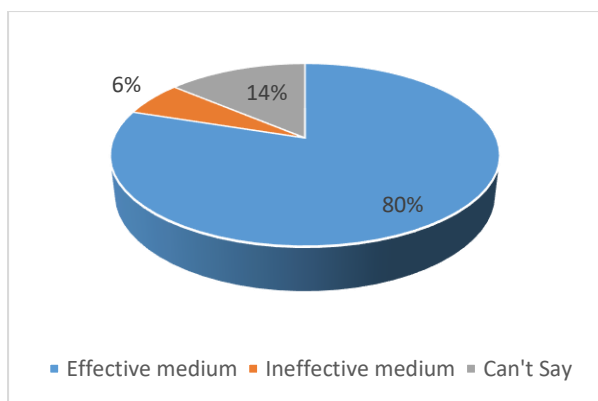
No Mask No Entry	My Family, my responsibility	We can Stop Corona
67.7	27.7	4.6



Analysis: 67.7% of the respondents considered 'No Mask, No Entry' the most famous advertisement campaign on Transit media during Covid-19 Pandemic based on the frequency of visibility on road in Mumbai, since it was available for a longer time. Text wise also 'No Mask, No Mask' was simple and easy to understand than 'My Family, My responsibility' Campaign. 'No Mask, No Entry' directly relates to COVID-19 whereas 'My Family My responsibility was vague and difficult for people to comprehend. 'We Can Stop Corona' Campaign was present in initial months of Corona Virus with strict Lock-down restrictions. Hence people did not step out and have not seen the ad.

- Percentage of respondents who consider Transit advertising as effective or ineffective

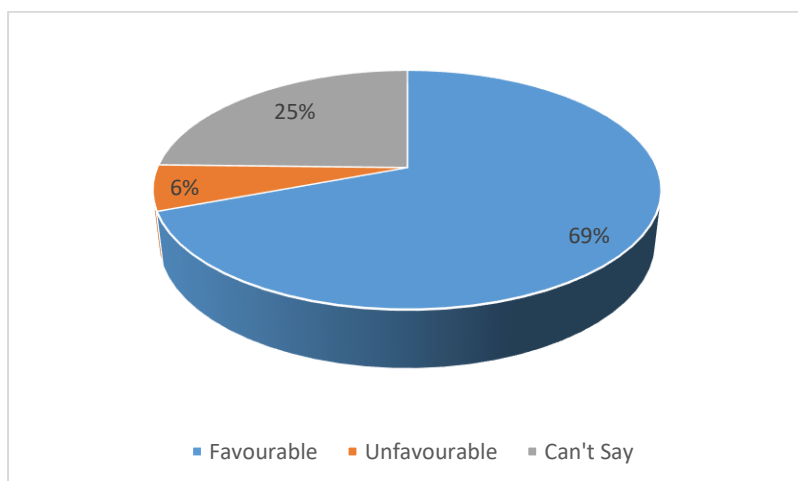
Effective medium	Ineffective medium	No Opinion
80	06	14



Analysis: 80% of the youth consider the transit advertising as effective medium. This type of advertising is unique according to them because it allows for creative ways to deliver the message and geo-target the audience. And unlike online or broadcast advertising, it can't be skipped over or turned off. Transit advertising gives guarantee of maximum reach and frequency. This proves the hypothesis of the research.

- Percentage of respondents who consider that transit media has favourable or unfavourable impact on them

Favourable	Unfavourable	No Opinion
69	06	25



Analysis: 69% of the youth feels that transit media has favourable impact on them. This proves the hypothesis of the research. Some advertisement which otherwise they would have skipped, they have a chance to see it every day. Subconsciously these ads are retained in the mind and has a better recall level. 6% of the youth consider it Unfavourable and 25% of them are not sure as people feel anxious about the encroachment of their Public Space with Advertisement.

Overall Conclusion:

Transit advertising media in Mumbai is a powerful Medium. Since lakhs of people use public transportation system especially BEST buses and Local train to travel everyday so they encounter transit advertisement on daily basis. Among the three forms of Transit media available in Mumbai BEST BUSES, LOCAL TRAIN, and TAXI Advertising. Youth noticed the advertisement of BEST buses the most since they keep moving in the interiors of the city and has visibility quite high as compare to Local trains and Cab Advertising. Although Local Trains advertising are also the second most preferred choice of the youth as local trains are the life line of Mumbai .Hence the visibility of the advertisements in or on train and railway stations are quite high too. .More than half the percentage of population feel that transit advertisement can convey the brand message to the people effectively Regarding COVID-19 Campaigns initiated by BMC, respondents agreed that transit media was able to convey safety message to people (like wearing mask, maintaining social distancing, frequent hand wash etc.). Majority of the respondents find transit advertisement are creative because of digitalisation and advanced print production technology. Hence, making the advertisement attractive and eye-catching. The famous three campaigns launched by BMC in Mumbai during COVID-19 Pandemic, namely 'We Can Stop Corona', 'No mask, No Entry' and 'My family , My Responsibility' Youth considered 'No Mask, No entry as the most famous advertising campaign on transit media. Moreover, they considered the message conveyed through 'No Mask, No Entry' was simple, direct and clear. People could understand this text better than the rest. Lastly, Youth considered that Transit Advertising as an effective medium and has a favourable impact on them.

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