

London Underground Out Of Home Advertising Analysis  
Strategies, and Insights utilized in OOH Advertising in Central Line Tube stations

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## **Introduction**

Frequently known as “The Tube,” the London Underground contains 11 transit lines spanning across 272 stations. On a single day, up to five million people ride in the Underground (Transport For London).

The frequency in which the Tube is used means there are a lot of people that can be reached through Out Of Home (OOH) advertising. Tube riders often have to walk through long hallways to reach train platforms. In addition, the Tube currently does not have complete access to cell phone service in all stations; however, it is an objective they hope to achieve by 2024 (BBC, 2022). This could mean there are more wandering eyes amongst tube riders waiting for their train to arrive. Given these factors, it can be concluded that OOH advertising in Tube stations is viewed frequently.

This report will conduct a content analysis. the different advertisements placed in each station along the Central Line, the London Underground route with the most ridership (CityMonitor, 2023). In addition, creative briefs will be reverse-engineered from select campaigns observed across the Central Line. The findings and deliverables from this report will provide insight into what makes OOH advertising effective, and what factors determine where an OOH advertisement should be placed in or around a transit station.

## **Background of Advertising in Tube Stations**

### ***Traditional and Digital Out Of Home***

Traditional OOH advertising began as billboards, generally displayed on the side of a road or highway (Gurumoorthy, 2015). As time has passed and technology has progressed, different types of OOH advertising have spawned. Outdoor business-to-business marketing is commonly used by small businesses as an affordable method to reach the correct business audience. This is typically in the form of flags or small poster billboards (Gurumoorthy, 2015).

Digital Out-of-Home Advertising (DOOH) allows traditional billboard advertising to become more dynamic with animations that can engage audiences in an immersive manner (Gurumoorthy, 2015). They also allow for different advertisements to be cycled over an interval of time (Gurumoorthy, 2015).

### ***Ambient Advertising***

Advertising placements have also moved beyond billboards, with advertisements being placed on everyday street objects such as benches, bike racks, and sidewalks (Gurumoorthy, 2015). This is an advertising placement strategy known as Ambient Advertising, which has been put into its own category by agencies (Luxton, & Drummond, 2000, p.735). This placement name was originally created by UK agency Concord Advertising in 1996, and is defined as “advertisements placed in unusual places” (Luxton, & Drummond, 2000, p.735). Some examples of ambient advertising placements that this agency defined are on toilet bowls, gasoline pump handles, and on the floor (Luxton, & Drummond, 2000, p.735). A notable example of ambient

advertising was done by TBWA Switzerland, where a crosswalk was designed to look like a package of McDonalds french fries (See Figure 1)



*Figure 1: A photo of a crosswalk designed to appear as a box of McDonalds French Fries in Zurich, Switzerland (Boredpanda, 2021).*

In addition, this report stated the key for ambient advertising to be successful for a brand is that it must be the first execution in an overall campaign. This creates more of a “wow!” factor for the advertisement, drawing more attention to all other executions in the overall campaign (Luxton, & Drummond, 2000, p.735).

### ***The Psychology of London Tube Advertising***

Bassoli & Martin characterizes the experience of being in a Tube station as a mixture of both “solitude and togetherness” (2006, p.2). They also found a fascination that people tend to avoid social interactions in Tube stations and on Tube trains, despite the fact they are usually cramped together in a tight space. The authors conclude that

this type of environment puts humans in a mood that they would otherwise not be in if they were not in a Tube station waiting for a train (Bassoli & Martin, 2006). Thus, it can be concluded that such an environment is a unique atmosphere for Out of Home advertising, and this advertising could possibly be shifted in a way to appeal more to the current mindsets of those waiting for their trains or riding on a train.

With this theory, it is also important to consider how often a Tube rider reads an advertisement, or for how long a Tube rider reads an advertisement. This is due to findings in a study stating that the more a person is able to recall an advertisement they have seen in the past, the more positive of a perception they have of that advertisement (Cheng & Chan, 2014, p.294).

### ***OOH Advertising Placement Strategies***

#### **“Win-Win”**

However, it is a common belief in the advertising industry that consumers have a negative perception of advertising, and that it is simply a nuisance in their lives (Taylor, 2015). This has led more advertising campaigns—particularly OOH advertisements—to be more informative and educational in nature (Taylor, 2015). Examples of this include “labeling programs” for food advertisements that provide nutritional advice in the form of a promotion, and campaigns that both promote a product’s environmentally sustainable initiative and how a customer can be more environmentally friendly in their everyday lives (Taylor, 2015, p.177). These are known as “win-win” ads, where the advertiser can get their message in front of a consumer, and the consumer can gain something from viewing the advertisement (Taylor, 2015, p.177).

#### **Frequency**

A study that interviewed media strategists in South Africa discussed the adjustment of frequency in OOH placements, as well as the repetition of OOH advertisements under the same campaign. The study found that there are few instances where repetition of advertisements under the same campaign can be useful in making a brand or message more memorable (Roux & Van Der Waldt, 2016). However, in most instances, repetition leads to “boredom” and “message wear-out” (Roux & Van Der Waldt, 2016, p.393). The use of repetition of certain campaigns will be highlighted in this report.

### **Store Promotion & Point-Of-Sale**

What these media strategists found most important was the placement of advertisements based on environmental and seasonal factors. These strategists discussed the practice of mall department stores placing ads for specific products in specific parts of a mall where that product can be found most often. (Roux & Van Der Waldt, 2016). For example, perfume product ads would be placed where there are mostly beauty stores in the mall, and soccer gear ads would be placed where there are mostly sports stores in the mall (Roux & Van Der Waldt, 2016).

Often times, this is referred to as a point-of-sale (POS) or point-of-purchase advertising placement. Generally, these types of placements are most successful when trying to draw a consumer to purchase an item they had not initially thought about purchasing. In addition, their price points are usually lower in order to draw an impulse purchase decision (Nelson et al., 2020). The convenience of the location where the advertised item can be purchased can then draw the consumer to the location to make the purchase (Nelson et al., 2020). In measuring the effectiveness of this strategy, factors such as “brand awareness, ad recognition, and ad message recall” are factors that

are attempted to be measured (Cheng & Chan, 2014, p.294). Using these measures, point-of-purchase ad placement was found to be very successful in Hong Kong, where advertisements are often in clusters at purchase locations (Chang & Chan, 2014). Fast food companies also make use of these placement strategies, usually in tandem with convenient ordering options such as drive-thrus (Nelson et al., 2020). An example of a point-of-purchase advertisement can be viewed below in Figure 2.



*Figure 2: A point-of-purchase advertisement for the painkiller Motrin on the floor next to a shelf of competing painkillers in a convenience store (Repsly).*

## **Tourism**

In countries that attract a high number of tourists, advertisements of brands that these tourists are familiar with in their home countries are placed in airports and on highways near country borders. This has been done a lot in Jamaica, where food and diet trends have slowly become more similar to Western culture (Nelson et al., 2020).

While making tourists feel at home with OOH advertising can be a successful strategy, there is also importance in branding food and beverage content local to a

country in OOH advertising. In Jamaica, local food and beverage advertising commonly has either a Jamaican flag icon on the ad or the art direction is focused around the country's flag colors: green, gold, and black (Nelson et al., 2020).

In addition, tourists notice OOH advertisements in cities more frequently than the locals (Cheng & Chan, 2014, p.294). According to Cheng & Chan's study, their perceptions of the advertisements were also more positive than those of locals (Cheng & Chan, 2014, p.294). In this report, there will be observed differences between the types of advertisements serving stations in tourist areas of London, and stations that serve suburbs and residential neighborhoods. This finding could possibly explain the different placements of these advertisements across stations in different settings.



## Methodology

The first step in completing this report is to observe the OOH placed across the stations on London's Central Line. Between July 13th and July 18th, the researcher traveled to all 49 stations on this train line. At each station, the researcher disembarked the train and took photos or videos of all billboard, digital, and video advertisements in the station. In stations within Zone 1 and Zone 2 of the London Tube, the researcher stepped outside of the station and observed any OOH advertisements in the environment surrounding the station's entrance.

Photos of advertisements from each station were then sorted into albums on the researcher's iPhone. In order to be able to easily differentiate the albums at a glance, the researcher took photos of the Tube's official station label (*see Figure 3*) and made that photo the album's featured cover photo.

From here, the researcher looked through the albums and found out which brands contained campaigns placed in multiple stations. The researcher also noted advertisements with different copy that are under the same campaign. With the selected campaigns observed, the researcher "reverse-engineered" creative briefs detailing what an advertising agency most likely intended for the campaign's consumer insight(s), target audience(s), and Reasons To Believe (RTBs) were.

To analyze the difference between stations on a macro level, groups of stations were given labels based on their locations relative to London. On the next page is a list of stations that were visited during this project and their groupings.

## Station Categories

### Hillingdon

- West Ruislip
- Ruislip Gardens
- South Ruislip

### West London

- Northolt
- Greenford
- Perivale
- Hanger Lane
- Ealing Broadway
- North Acton
- East Acton
- White City
- Shepherd's Bush

### Kensington

- Holland Park
- Notting Hill Gate

### Bayswater & Westminster

- Queensway
- Lancaster Gate
- Marble Arch
- Bond Street

### Central London

- Oxford Circus
- Tottenham Court Road
- Holborn
- Chancery Lane
- St Paul's
- Bank
- Liverpool Street
- Bethnal Green

### East London

- Mile End
- Stratford
- Leyton
- Leytonstone
- Wanstead

### Redbridge

- Redbridge
- Gants Hill
- Newbury Park
- Barkingside
- Fairlop
- Hainault
- Grange Hill
- Chigwell
- Roding Valley
- Snaresbrook
- South Woodford
- Woodford

Essex

- Buckhurst Hill
- Loughton
- Debden
- Theydon Bois
- Epping



*Figure 3: A photo of the station label for Epping. (Photo taken by the researcher)*

## Station Analysis

### Hillingdon

The stations analyzed in the London Borough of Hillingdon include West Ruslip, South Ruslip, and Ruislip Gardens. All three of these stations are located in West London, nearby to the city limits border, and the tracks are raised several meters above the ground.

These three stations contained a small number of advertisements compared to other stations across the Central Line. Campaigns regarding safety and Tube-riding etiquette took up the majority of OOH space at these stations, along with UK government campaigns about public health and mental health. One advertisement prevalent across all stations was a promotion for The Queen's Reading Room Festival (*see Figure 4*) an event that took place on June 11th. Despite this event taking place over a month ago, their posters were still placed up. In addition, this event took place at Hampton Court Place, a venue around an hour away from the area where these three stations are located.



*Figure 4 - An advertisement in the West Ruislip station for the Queen's Reading Room Festival (Photo taken by the researcher).*

Other advertisements across these stations include a promotion for the University of Derby and promotions for live theatre performances of Spitting Image and Magic Mike. South Ruislip, however, contained more traditional advertisements from known brands in London, such as Blank Street Coffee, Subway, and Tesco (see *Figure 5*)



*Figure 5 - A large Tesco horizontal billboard ad on the periphery of the South Ruislip Tube station (Photo taken by the researcher).*

### **West London**

The stations analyzed in the London Borough of Hillingdon include Northolt, Greenford, Perivale, Hanger Lane, Ealing Broadway, North Acton, East Acton, White City, and Shepherd's Bush. All of these stations are in locations that are considered to be in the western part of London.

While Northolt appears very similar to that of stations under the Hillingdon category, some above-ground stations from here begin to have more robust advertising placements. Greenford contains an escalator to get to the top tracks, and there is a set of advertisements placed along the escalator, which can be viewed as one ascends from it.

At Perivale station, there are similar-sized mini ads as one goes up and down the staircase to get from the main tracks to the station exit (*Figure 4*). The ads are placed on both sides of the staircase, making one easily able to view ads whether they are getting to the train platform or leaving the station.



*Figure 6 - A staircase lined with advertisements leading down to the exit of Perivale station (Photo taken by the researcher).*

The next stations in the line serve the greater Acton area: North Acton, East Acton, West Acton, and Ealing Broadway. While these stations do not contain mini-ads along escalators or staircases, the tracks begin to descend closer to ground level. However, these stations eventually start to introduce large poster-sized advertisements,

which usually take up an entire wall space of a platform and are much larger than standard poster ads. (See Figure 5).



*Figure 7 - A large-sized poster ad at Ealing Broadway advertising a West London real estate brokerage (Photo taken by the researcher).*

Once the Central Line approaches White Station, the tracks move closer and closer to becoming completely underground, and the stations begin to contain more tracks in order to service the lines of different trains. This station contained advertising exhibits titled “*The Art of London,*” which showcased the people and the processes behind some of London’s modern architecture. (See Figures 6 and 7)



*Figure 8 - An “Art of the Underground” exhibit showcasing the process behind food-themed architecture (Photo taken by the researcher).*



*Figure 9 - Posters labeling “Art of the Underground” exhibits*

Once the train approaches Sheperd’s Bush, the central line begins to operate below ground. The next section will explain strategies behind placing advertising posters in below-ground stations (*Photo taken by the researcher*).

### **Kensington**

The two stations located in London’s Kensington neighborhood are Holland Park and Notting Hill Gate. These two neighborhoods are located near Buckingham Palace, a frequently visited destinations by tourists. Both these stations are underground and contain a plethora of standard-sized poster advertisements and large-sized wall advertisements. Examples of what these advertisements look like can be viewed in Figures 8, 9, 10, and 11.





*Figure 10 - A platform-side large wall advertisement at Notting Hill Gate promoting the Les Misérables play (Photo taken by the researcher).*



*Figure 11 - A track-side large wall advertisement at Notting Hill Gate promoting SunGod sunglasses (Photo taken by the researcher).*



*Figure 12 - A platform-side poster ad in Holland Park promoting London's Science Museum (Photo taken by the researcher).*



*Figure 13 - A station hallway poster ad in Holland Park promoting the Planet Summer event at Southbank Centre (Photo taken by the researcher).*

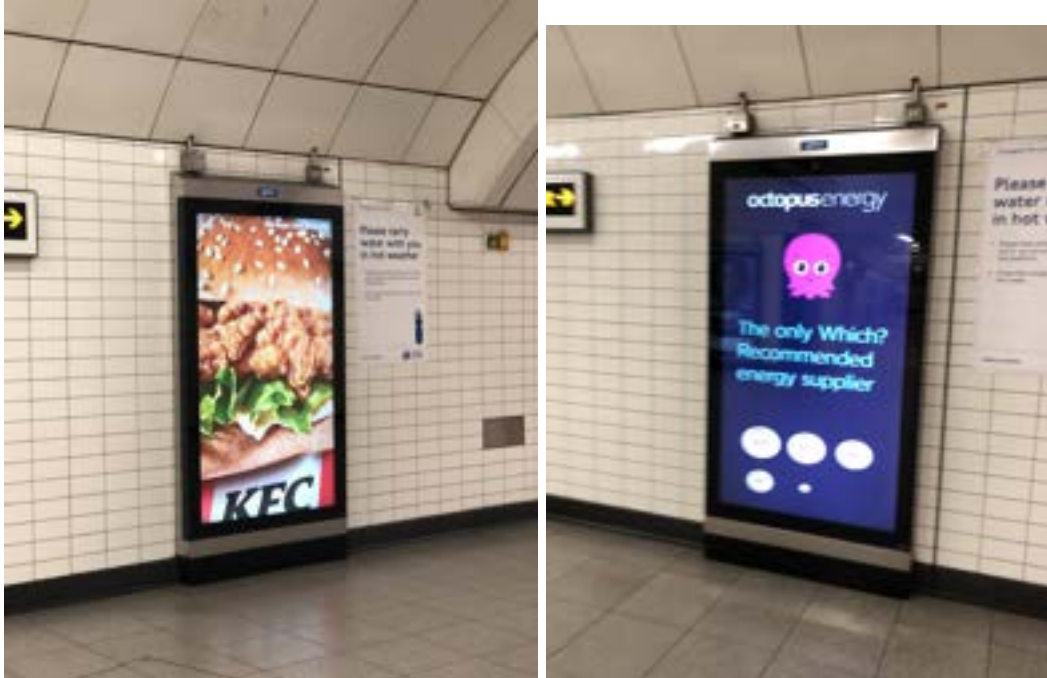
Over 80+ advertisements were photographed at each of these two stations. This could perhaps signify both a heavy presence of tourists, but also a higher presence of

where commuters into main London may be getting off the train. Thus, it would make sense that more advertisements would be in the station.

### **Bayswater and Westminster**

The stations analyzed in the Bayswater and Westminster section include Queensway, Lancaster Gate, Marble Arch, and Bond Street. All of these stations are located within the Bayswater and Westminster neighborhoods of London, which contain frequent traffic from tourists.

All four of these stations are located underground and contain numerous advertisements on walls, standard posters, escalators, and digital format. Particularly, Bond Street and Marble Arch have digital billboards that cycle between advertisements around approximately every five seconds. Advertisements on these billboards are usually animated, although some—such as KFC—use still ads on the digital billboard. The digital billboards found at these stations are in a standard size; it is nearly the same size as a standard poster ad. View Figures 14 and 15 below containing examples of these digital billboard advertisements.



*Figure 14 - A still digital advertisement in the Bond Street station for a KFC Chicken Filet Burger (Photo taken by the researcher).*

*Figure 15 - An animated digital advertisement for Octopus Energy, a British renewable energy supplier. In the ad, the animated octopus moves up and down as the award labels on the bottom float in (Photo taken by the researcher).*

Bond Street is one of the first stations on the western point of the Central Line to contain a long escalator ride to the station exit from the tracks. An escalator ride—while standing—from the Central Line tracks to the station exit took 37 seconds. During this ride, 34 advertisements could be observed. On this escalator ride, there were 25 different brands that placed advertisements on the ride, with BBC Earth having the most placements at six.

However, the escalator ride from the Marble Arch tracks up to the station exit only had one brand placed in all advertisements: British Airways. The London-based airline carrier purchased all of the spaces as well as the ceilings, walls, and medians

between the escalators to promote their brand. The messaging is titled “The Rainbow Stage” and contains creative use of rainbow colors to emphasize that British Airways is accessible and friendly towards everyone who chooses to fly with them. *See Figures 15 and 16 for visuals of these placements.* This is an example of ambient advertising, as explained earlier in this report. Throughout the researcher’s observations of every Central Line station, this was the only advertisement present for British Airways. This campaign strategy aligns with Luxton, & Drummond’s findings that ambient advertising is most effective if it either kicks off a campaign or is not oversaturated with other advertisements of the brand.

Overall, these stations begin to increase both the number of placements and brands advertising, and more creative ambient campaigns are seen throughout the stations.



*Figure 15 - A view of the escalators and top banners in the British Airways “The Rainbow Stage” campaign (Photo taken by the researcher).*

*Figure 16 - A view of the small posters against the wall of the escalators for the British Airways “The Rainbow Stage” campaign (Photo taken by the researcher).*

### **Central London**

The stations analyzed in the Central London section include Oxford Circus, Tottenham Court Road, Holborn, Chancery Lane, St Paul’s, Bank, Liverpool Street, and Bethnal Green. All of these stations are either in tourist destinations, major business centers, or centrally-located residential zones.

A primary exhibit of these centrally-located stations is an abundance of electric billboards. However, in these stations, there are larger electronic billboards capable of animated ads in a larger size. At Tottenham Court Road’s station, there is a horizontally large electric billboard containing ads that one would also be able to see on a standard-sized billboard (*See Figure 17*).



*Figure 17 - A horizontally large electric billboard in Tottenham Court Road station. It showed this Octopus Energy animated advertisement for 11 seconds (Photo taken by the researcher).*

At Holborn station, centrally located in London, it takes approximately one minute to ride up the escalators to arrive at the exit of the station from the Central Line platform. There are 31 different types of brands and 66 ads represented on this ride. 18 of these ads are from a law firm offering compensation opportunities for remote college students during the pandemic. This may be due to this station's proximity to University College London

Another common feature that is prevalent in all of these centrally-located stations are hallways between an escalator or elevator and the train platform. Tottenham Court Road station has a large, cylinder hallway when walking to a platform, and other stations, such as Holborn and Chancery Lane, have narrow and small hallways to walk to platforms. These hallways are commonly plastered with advertisements, both in a standard format and a large horizontal format. It may be important to reference Roux & Van Der Waldt's findings mentioned earlier and consider how much the frequency of advertisements in these hallways may impact whether tube riders are able to remember messaging from ads in these hallways.

At the Chancery Lane station, there are two escalator rides with ads to get to the exit since the Central Line is all the way at the bottom with other lines in the station above it. The ads on these escalator rides are similar to each other when a rider goes up the escalator. Once again, it is important to consider Roux and Van Der Waldt's work, where they believe it is possible for a person to become less fond of advertisements if they are repeated too often. Therefore, it may be worth a researcher looking into

whether Tube riders are able to better retain messaging from advertisements on a short escalator ride vs. a long escalator ride.

St. Paul's Street exhibits a strategy that many other stations on the Tube implement - there are poster ads in the medians between stations, where one walks when they are heading to their train or departing from their train to leave the station. Similar to Chancery Lane, the station median in between the tracks and escalator contained a lot of standard poster ads. These types of ads may be strategically placed, as they contrast the much larger poster advertisements on the main track. In addition, when a train arrives at a station, and passengers leave, the train obstructs the large advertisements behind the train and is most likely not to be seen by passengers leaving the train. Also, in reference to the findings of Bassoli & Martin, a Tube rider may be in a psychological state where they are in a rush to leave a crowded train platform and get to the exit. Therefore, they may be less focused on ads on the platform and begin focusing on ads again as they leave that crowded environment.

At Bank station, there were digital advertisements along the escalator that spanned diagonally across the corridor. The ads that showed up on this ride were for Transportation for London. (*See Figure 18*)





*Figure 18 - Digital advertisements placed on the escalator corridor of Bank station. The advertisements are promoting the newly-built Elizabeth Line (Photo taken by the researcher).*

Liverpool Street's station has a unique ad near the tracks that was not seen on any other Central Line platform. *In Figure 19*, a digital video ad is visible on the track side of the wall. However, the ad is being projected onto the wall via a projector. This not only allows video advertisements to have a place on the track level, but its animation may make it stand out from all of the other still advertisements on the train platform level.



*Figure 19 - A projected digital animated advertisement on the platform level at Liverpool Street station (Photo taken by the researcher).*

### **East London**

The stations analyzed in the East London section include Mile End, Stratford, Leyton, Leytonstone, and Wanstead.

At Mile End, there is very little amount of advertising placement against the walls of the platforms. Much of the walls against the train tracks can simply be seen as white brick, as seen in *Figure 20*.



*Figure 20 - A white brick wall with no advertisements at Mile End station  
(Photo taken by the researcher).*

However, there was a functioning digital advertisement with Budweiser and KFC ads (see *Figure 21*), which was found at the top of the station near the exit gates.



*Figure 21: A digital billboard advertising Budweiser in Mile End station. The digital billboard transitioned between this ad and ads for Transportation for London and Octopus Energy (Photo taken by the researcher).*

At Stratford station, there are not many ads since the station's platforms are all above ground, and there are multiple platforms above ground servicing the Elizabeth Line and National Rail Services. However, outside of the station, there is a giant billboard right near a large staircase terrace (*see Figure 22*). The research was at this station at around 9:20pm on a Thursday night, and observed many people sitting around the stairs and hanging out. Perhaps the placement of a billboard this size was done due to the number of people that congregate here to relax. Referencing the psychological findings of Bassoli & Martin, people may be more receptive to DOOH

advertisements if they are not on a platform waiting for a train and if they are relaxing outside instead.



*Figure 22: An outdoors DOOH billboard outside Stratford station promoting KFC. The billboard transitioned between this, M&S, and Octopus Energy (Photo taken by the researcher).*

At Leyton station, the Tube continues to move outdoors. There are advertisements such as Joyride and Estrid that are seen frequently in large horizontal format in centrally-located stations that are in large horizontal format above ground at this station. (see Figure 23).



*Figure 23: An outdoor long horizontal billboard advertisement for Joyride at Leyton station (Photo taken by the researcher).*

Leytonstone station is also outside but differs from Leyton. It was a much shorter station as the train moved outside of Central London and towards the outskirts and Essex. However, in Wanstead, the train moves back underground. This station contains primarily large poster ads and contains small escalator advertisements.

### **Redbridge**

The stations analyzed in the Redbridge section include Redbridge, Gants Hill, Newbury Park, Barkingside, Fairlop, Hainault, Grange Hill, Chigwell, Roding Valley, Snaresbrook, South Woodford, and Woodford. All of these stations are primarily in the Redbridge neighborhood of East London and lead up to the exit of London's city limits into Essex County. These stations slowly get more suburban as one goes more eastbound.

The main Redbridge station remains underground. Upon observing the station, the researcher noticed that the walls were fairly torn, and ads were sparsely placed. One large horizontal for Swansea University by the small staircase to exit. (*see Figure 24*).



*Figure 24: A horizontal billboard advertisement for Swansea University near the staircase of the Redbridge Station (Photo taken by the researcher).*

At the Gants Hill station, the line remains underground. In this station, there are more traditional large horizontal and traditional poster OOH ads that would be commonly seen in a centrally-located station. It may be worth looking into why there was a decrease in ads at the Leyton/Leytonville stations—which are closer to the London city center—and why they picked up again at this station, further away from the city center.

The Central Line train goes back above ground at the Newbury Park station, and the train will stay above ground for the remainder of the time as it travels eastbound. An advertisement for Prodogy of the Army of the Ants, which is set to take place at



Alexandra Place in London, is found at this station. This ad is not found in any centrally-located station in London.

Giant vertical posters above ground make their introduction at the Barkingside station, with one of these posters being a larger version of an ad for Pear, seen frequently in standard size in centrally located stations. The other large poster is a University of Lincoln ad encouraging viewers to book an open day for a tour. (see *Figure 25*). Fairlop station also contains more of these large-sized posters.



*Figure 25: A large vertical billboard advertisement at Barkingside Station promoting open days at the University of Lincoln (Photo taken by the researcher).*

Hainault station contains tracks above the ground, but the exit to the station is below the tracks rather than on the same level as the tracks. There are several poster ads



on this passageway to the exit once one has left the tracks, particularly for the upcoming appearance of the *Spongebob Musical* in Broadway theatres (see *Figure 26*).



*Figure 26: A standard poster advertisement for The Spongebob Musical at Hainault station (Photo taken by the researcher).*

Roding Valley, Chigwell, and Grange Hill are in a remote branch of the Central Line where trains only run once per hour, and these are the stations on the Central Line with the least traffic (Lawrence-Jones, 2019). Chigwell and Grange Hill have some large-sized posters, but Roding Valley is mainly empty.

Snarbrook station contains poster ads visible next to the station label one sees when exiting the station.

From South Woodford onto the end of the line eastbound, there are waiting rooms in the stations. There were no ads in any of these waiting room stations besides those made by Transportation for London.

At Woodford station, the Central Line branches out into two areas of the suburbs. Only Transportation for London ads are seen here, besides an ad for a local dentistry (see Figure 27).



*Figure 27: A standard poster advertisement for a local dentistry at Woodford station (Photo taken by the researcher).*

### **Essex**

The stations analyzed in the Essex section include Buckhurst Hill, Loughton, Debden, Theydon Bois, and Epping. The following stations are no longer located within the London city limits, and are located in Essex County. These stations are heavily suburban, and farmlands were seen frequently while traveling in between the stations. Epping is the final stop on this end of the eastbound Central Line.

Buckhurst Hill station contains a footbridge above the tracks to get to the other-bound side of the platform. In these footbridges are standard-sized ads you would see in the centrally-located stations. Most of the ads on this footbridge were for plays that were in theatres in Central London.

Loughton station has a Prodigy Army of the Ants advertisement for this ad, but there is a big label that says SOLD OUT. (*see Figure 28*). The researcher observed these two posters—one at the Newbury Park station and one here one day after each other. Perhaps it could have been possible that the event sold out the day after. Or, not all posters were kept up-to-date across all stations. This highlights some of the benefits DOOH advertising may have over traditional OOH advertising. If a company feels it is worth investing more money to have a DOOH ad placement, it will be able to quickly update its advertisement if a time-sensitive update needs to be made.



*Figure 28 - A standard poster advertisement for Prodigy of The Ants at Loughton Station with a “SOLD OUT” symbol added (Photo taken by the researcher).*

Debden station is similar to Buckhurst Hill, where there is a footbridge containing ads, but there are more brand ads, such as Subway and Estrid, that are common in centrally-located stations, as opposed to theater ads which were seen more frequently in Buckhurst Hill.

Theydon Bois and Epping, the last two stops, are very small and similar to each other. They contain a sparse amount of Transport for London ads. However, at Epping station, there is a very large ad for an American Express card, taking up the entire wall. At Epping station, it is very unlikely for American tourists to see this advertisement. Perhaps this advertisement contains a dual purpose for incentivizing travel with both native Englanders and American tourists. It may be possible, as explained by Cheng & Chan, where tourists who see ads for brands local to their country will perceive them more positively. (*see Figure 29*).



*Figure 29 - A large, wall-sized billboard advertisement for American Express at Epping Station (Photo taken by the researcher).*

## Selected Campaigns

*(All photos in this section were taken by the researcher).*

### **Tinder - It Stars With A Swipe**

Tinder is a dating app that launched in 2012 as a conceptual startup to foster romantic relationships around the world (Stampler, 2014). It revolutionized the online dating scene by allowing quick access to signups and a simple method of ‘swiping’ profiles to find matches.

The following advertisements from Tinder were placed in stations all across the Central Line. The advertisements display the different types of positive experiences one can have with a significant other, stating that these moments ‘start with a swipe’.









### **Bumble - Try Compliments**

Bumble is a dating app that launched in 2014 (Novak, 2023). The app's mission is to help people find 'their person.' There is a similar system to Tinder where users swipe on the people they want to match with, but on Bumble, women must send the first message before a man is able to engage in a conversation. As of 2023, the app has accumulated over 100 million users (Novak, 2023).

The following advertisements from Tinder were placed in stations all across the Central Line. These advertisements highlight Bumble's new Compliments feature, which allows users to comment on a specific photo on a user's profile whilst attempting to match with them (Bumble, 2023).







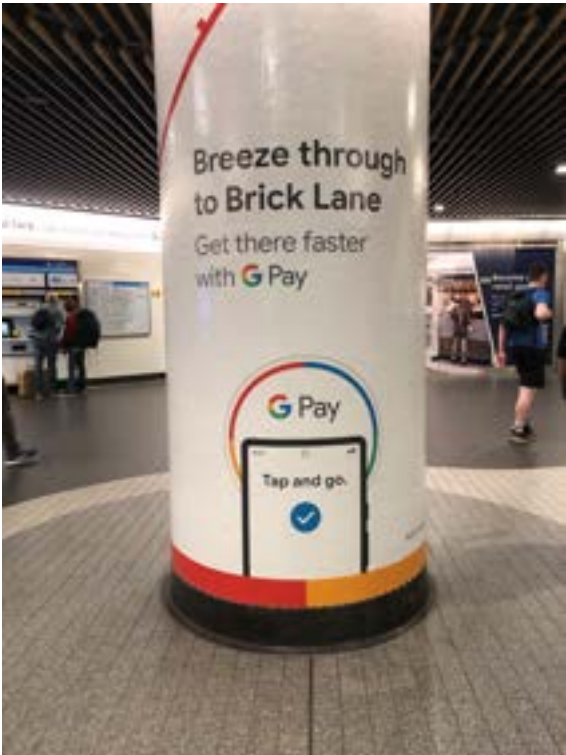
### **Google Pay - Bye Bye Top Ups**

Google Pay is a mobile payment service that began in 2011. It allows users to make contactless payment purchases via their mobile devices. A user's credit or debit card is securely stored in the Google Pay mobile application, and they will be able to tap their phone on a card reader to pay. (TechTarget, 2019). On Android phones, Google Pay is built into the default device.

The following advertisements from Google Pay were placed around London Underground payment and top-up kiosks at Liverpool Street station. While this is not a traditional point-of-purchase advertisement, the ad is placed in an area where consumers will have to find out how they want to pay for the Underground. Tourists may be more fond of this type of ad, due to Cheng & Chan's findings that tourists notice OOH ads more than locals. Rather than be placed in traditional OOH advertising format, they were plastered in an unorthodox fashion around walls and poles. The advertisements are encouraging Tube riders to avoid having to constantly go back to an Underground

kiosk to top-up their Oyster cards, and use Google Pay to instantly pay for the Tube when they need it.







### **Blank Street Coffee - Cold Brew Menu**

Blank Street Coffee is a new coffee shop that first began opening stores in 2020. Initially beginning as a coffee cart in Brooklyn, the company aims to make coffee part of everyone's "daily ritual." By this, they mean creating a welcoming environment and a coffee experience that will make customers want to return daily (Blank Street Coffee, 2023).

The following advertisements from Blank Street Coffee can be found both in the form of small-sized escalator or staircase ads, or as standard-sized poster ads on Tube platforms. They highlight the coffee shop's new line of cold brew drinks with eye-catching captions.





**American Express - Don't Live Life Without It**



## Creative Brief - Tinder

### Brand Overview

Tinder is an online dating app headquartered in West Hollywood, CA. They specialize in making a variety of potato chips. Established in 1980, the company started as a small storefront and quickly became a local favorite.

### Target Audience

- Single Young Professionals, aged 22-40. Single people of this age may understand the value of a close connection with a significant other.
- They are fed up with “hookup culture” and believe dating apps cause its prevalence.
- They have had past flings or relationships in the past and are looking to re-kindle some of the fun they had with a new romantic partner.

### Challenge

Tinder needs to reshape its brand image as a dating app to find hookups and emphasize the heartwarming experiences one can have with a romantic partner.

### Key Message

**It Starts With A Swipe.**

Romance is waiting for you. All you have to do is find your match.

### Insight

All adults desire romance in their lives. Sharing these romantic moments with a significant other is better than having a hookup partner.

### Desired Response

**Think:** Tinder is one of the most well-known dating apps, and people use it to find both casual and romantic partners.

**Feel:** A desire to find a partner on Tinder and share the joys of companionship with them.

**Do:** Download Tinder and begin going through potential matches.

### Deliverables

1. Large billboard advertisements across the London Tube stations

### Objective

To increase the usage of Tinder among young professionals in Greater London looking for relationships. By emphasizing the joys one experiences with companionship, this audience will be compelled to use the app to find romance.

These young professionals have received an undergraduate degree and may currently be graduate students or a PhD student. They are single and have likely been in a relationship in the past. This past experience makes them familiar with some of the happiness that comes with having a significant other.. They also have busy lives between their jobs or graduate school and want to find a quick way to meet new potential romantic partners.

### Opportunity

Tinder has an opportunity to turn around its brand image from an app used for casual hookups to meaningful connections that lead to relationships.

### Strategy

With art and copy, create enticing billboard advertisements that capture the essence of falling in love

### Tone of Voice

Warm, fun and happy.

### Reasons To Believe (RTB's)

- Tinder is one of the most well-known dating apps, and there are many stories of its success in bringing people together.
- Tinder has several brand and influencer partnerships that can elevate its brand presence.
- Many people in the target audience are familiar with the concept of “swiping,” creating opportunities for these ads to spread quickly via word-of-mouth.

### Creative Mandatories

Tagline: “It Starts With A Swipe”

Use of pink colors throughout art style

Create atmospheres that makes people’s minds think about a romantic date night



## Creative Brief - Bumble

### Brand Overview

Bumble is an online dating app. Headquartered in Austin, TX.. They aim to help people find 'their person' in life. When a match is made on Bumble, women must send the first message for a conversation to start.

### Target Audience

- Single Young Professionals, aged 22-40. They are looking for a new experience using dating apps.
- They are quickly growing sick of continuously "swiping" on people.
- They highly value human connection and feel as if swiping culture puts less value into a person.
- They want to take the initiative when getting to meet new people.

### Challenge

Bumble allows women to take initiative when matching. How can this concept be taken further for both genders?

### Key Message

**Say Something Nice.**

If you have something nice to say, say it. Stand out and send a compliment on Bumble.

### Insight

Single people want to stand out when flirting or meeting others.

### Desired Response

**Think:** Bumble is a dating app that encourages women and its userbase to take initiative.

**Feel:** A desire to escape the monotony of swiping and be creative with dating.

**Do:** Download Bumble and find fulfillment in coming up with compliments for matches.

### Deliverables

1. Large billboard advertisements across the London Tube stations.

### Objective

To increase usage of Bumble among young professionals who may be burnt out of using dating apps. By teasing the new Compliments feature, these users will be excited to put themselves out there.

These young professionals have received an undergraduate degree and may currently be a graduate student or a PhD student. They are single and may or may not have been in a relationship before. If they do not have much experience dating, they may be fond of an online dating experience that encourages others to take incentive and message first.

### Opportunity

Bumble can grow its userbase by adding another way its userbase can take initiative to find their dream connection.

### Strategy

Use simple art and witty copy to tease Bumble's new Compliments feature.

### Tone of Voice

Simple, kind, and funny.

### Reasons To Believe (RTB's)

- Bumble has been able to add a unique twist to the original online dating format.
- Many people consider Bumble a dating app where people take romance more seriously.
- Bumble is a women-owned, women-driven dating service.
- People always like to be complimented, no matter the setting
- Bumble's shade of yellow is easily recognizable among a sea of other OOH advertisements

### Creative Mandatories

1. Tagline: "Try Compliments Now on Bumble"
2. Use of white
3. Simple copy with large font that is easy to read and understand



## Creative Brief - Google Pay

### Brand Overview

Google Pay is a digital payment service and a product of Google based in Mountain View, CA. They allow for the use of credit cards on one's smartphone for contactless payment. The feature is built into Android phones.

### Target Audience

- Adults living in Greater London, aged 18+
- They currently use an Oyster Card or tickets to ride the Underground.
- They are always finding new ways to become more technologically savvy.

### Challenge

Make Google Pay the go-to tube payment service for Londoners.

### Key Message

Tap And Go.

Bye Bye Top-Ups. Hello Google Pay.

### Insight

People want to move quickly through tube stations and don't want to be stopped in their tracks.

### Desired Response

**Think:** Google Pay is run by Google, a well-known tech company.

**Feel:** A desire to move through the Underground quickly without having to top up an Oyster card

**Do:** Add their payment cards to Google Pay and use the service to pay for the Tube

### Deliverables

1. Large billboard advertisements across the London Tube stations.

### Objective

To make Google Pay the go-to contactless payment service across Greater London. The target audience will be introduced to this service by realizing the convenience of Google Pay as an Underground payment.

These adults have somewhere to be every day, and they are fast-paced and on the go. They likely have to be at a job where showing up on time is very important to their employer. They may often rush through their surroundings and only be focused on getting to their final destination.

### Opportunity

Google Pay is able to build a large base of loyalty among Londoners by making a seamless contactless payment system in the Underground.

### Strategy

Make creative advertisements for Google Pay for placement in creative locations around payment kiosks and gates at Underground stations.

### Tone of Voice

Smart, sociable and quirky.

### Reasons To Believe (RTB's)

- Google is one of the most recognized technology companies in the world.
- The brand's familiar art style will entice audiences.
- Google Pay is already the default contactless payment option on Android phones, where customers are satisfied.
- People are less likely to lose their phones over an Oyster Card.

### Creative Mandatories

4. Tagline: "Tap And Go"
5. Proper use of red, yellow, green, blue and white brand colors,
6. Emphasize the abbreviation of Google Pay as "G Pay"



## Creative Brief - Blank Street Coffee

### Brand Overview

Cape Cod Potato Chip Company LLC is a snack food company based out of Brooklyn, New York. They specialize in making coffee efficiently and at a lower price than competitors. They aim to create a warm environment and be a part of everyone's "daily ritual".

### Target Audience

- College students aged 18-22.
- They are based in Greater London and are looking for a strong and refreshing caffeine boost.
- They are becoming increasingly bored of drip coffee and americanos and want a new coffee experience.
- They are very loyal towards one brand of coffee and always visit the same coffee shop every morning.

### Challenge

Blank Street Coffee needs to use its upbringing as an underdog coffee shop to deliver the "hip" coffee experience to Greater London.

### Key Message

**Get A Kick Out Of Your Coffee.**

Blank Street Coffee's new Cold Brew is tasty and refreshing. It beats the coffee you're used to.

### Insight

College students in Greater London are loyal to the brand of coffee that resonates with them most.

### Desired Response

**Think:** Blank Street Coffee is an up-and-coming small coffee chain that creates a cozy in-store experience.

**Feel:** Desire to become energized by putting a new kind of coffee in their daily routine.

**Do:** Purchase Blank Street Coffee Cold Brew, and tell friends about the new coffee line.

### Deliverables

1. Large billboard advertisements across the London Tube stations

### Objective

To increase the sales of Blank Street Coffee amongst college students across Greater London by using quirky, relatable messaging that a Gen-Z audience can relate to.

These college students have received a high-school diploma and are pursuing an undergraduate degree. They likely have a dining plan that gives them virtual currency that can be used to purchase coffee at campus convenience stores. This audience is looking to spend money on drinks that they can have at their side while in class. They are also trying to manage their budget by not spending too much on coffee and avoiding purchasing expensive coffee.

### Opportunity

The small, fresh presence of Blank Street Coffee can entice London-based college students to ditch the big coffee chain they are used to and try a more intimate coffee experience.

### Strategy

Use quirky and witty language to catch the attention of college students as they ride the Tube.

### Tone of Voice

Quirky, witty, and relatable.

### Reasons To Believe (RTB's)

- Blank Street Coffee built itself from a trolley stand in Brooklyn to a global coffee brand.
- The company's high-end espresso machines allow for quality coffee to be served quickly.
- Blank Street Coffee is backed by its loyal customer base in New York City, which has seen a high amount of success
- Different flavors of cold brew will keep consumers buying.

### Creative Mandatories

7. Visual of the cold brew
8. Use an art style that emulates the outdoors
9. Use witty copy to catch attention

**BLANK STREET**

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