

## [Marketing Sustainable Transport in Aalborg. Denmark](#)



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Aalborg

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**Topic:**

Mobility management

Archive

**Description**

In spring 2007, as part of the MIDAS project (Measures to Influence transport Demand to Achieve Sustainability), a marketing strategy was developed in Aalborg in order to determine how to reach target groups and how to promote alternatives to the private car.

## **Background & Objectives**

The key element in the marketing strategy the “Green Angel” and the “Little Devil” were created, referring to the dialogue inside every person’s mind about choosing either to use the car or one of the alternatives. The basis of the marketing strategy is the question “What are you today?” (a “Green Angel” or a “Little Devil”), meaning that the choice of transport modes today is more important than a complete change from single car use to using an alternative mode. Thus, the idea of the strategy is to address more people to change their way of transportation sometimes, rather than getting a few people to change their way of travelling for ever.

# Implementation

The Marketing Strategy focused on direct marketing - in other words on how to reach the project target groups as directly as possible to improve the effect of the strategy. The target groups were employees at a large company with a total of approximately 1000 employees in Aalborg and students (mainly first year students) at Aalborg University.

The main outcomes of the marketing strategy were:

- Car users should not necessarily change travel behaviour all the time, but it is important that they consider the alternatives to the car every day;
- The level of information concerning sustainable transport should be improved through the web portal [www.atilbnu.dk](http://www.atilbnu.dk);
- The target groups should be targeted directly through a Mobility Manager performing road shows and real time passenger information should be available through mobile phones based on the needs of the target groups.

By fulfilling the requests of the target groups and offering the services they ask for, the implementation will prove more successful.

A media strategy was the final part of the marketing strategy. Based on consultation with the target groups, both focus group interviews and a web survey with about 1000 respondents about the information level and requirements on sustainable transport the key medias were as follows:

- Mobility Manager, visiting the target groups at University Campus and at the company to inform about sustainable transport services in Aalborg
- NT LIVE, a SMS service providing real time passenger information on the mobile phone
- Events, where green angels were handing out campaign merchandise, e.g. fact sheets, reflectors, candy, t-shirts and slap waraps informing about where to find information on sustainable transport in Aalborg. These events took place in the city when the students started at the university in August 2007 and at a cultural theme night in the city in October
- TV, Cinema and Radio spots with the green angel and the little devil
- Bus commercials

All the medias were about increasing the level of information and change the attitude towards sustainable transport leading the viewers to the campaign website: [www.atilbnu.dk](http://www.atilbnu.dk). a site containing information about the traffic in Aalborg.

## Keywords

Marketing strategies / branding  
measures - awareness raising  
MM for cities & Regions

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