

Peter O’Driscoll, UK country manager for RingGo and Parkmobile, explains how the company is using the power of advertising to put out a positive parking message



Park your worries



Launched in 2004, RingGo cashless parking has always been an innovator in the UK market and now has 140 local authority customers.

Historically, RingGo usage has been driven by clear signage and word of mouth: a quick, easy-to-use service appreciated by time-pressed motorists who then tell friends and family about it. In those

early days, cashless parking was new and very localised – so the marketing was localised too.

Skip forward a few years, and RingGo now has a nationwide footprint. Smartphone usage is ubiquitous, and cashless is a mainstream method of payment, often costing drivers the same – or less – than if they pay with coins. So, early in 2018, RingGo decided to embark on its first concerted consumer advertising campaign and, as befits a digital service, the marketing plan included contemporary, as well as traditional, channels.

TURNING THINGS AROUND

Too often, parking is portrayed in the media as a negative and stressful activity, although enforcement regulations are there to help deliver a fair distribution of a scarce commodity, to keep towns and cities moving. Against this backdrop, RingGo decided to focus its campaign on the positive aspects of paying by phone to park – in particular, the feeling of wellbeing drivers get when their parking is sorted and they are in control. These feelings are helped by the benefits of the company’s service:

- Help in finding a vacant space
- Reminders when a parking session is about to run out
- Being able to extend parking remotely.

With the tagline ‘Park Your Worries’, RingGo’s campaign materials use bold, bright imagery, and have a ‘good karma’ feel to them. They turn the confrontational view of parking on its head by emphasising the peace of mind users have when they can quickly and easily get on with their day.

LOCATION, LOCATION, LOCATION

With a solid base of loyal customers and the potential to grow, Glasgow and Reading were selected as pilot locations for the campaign. They were then paired with control locations against which the campaign results could be compared.

For maximum impact, Park Your Worries was a truly cross-media, integrated campaign, combining: traditional billboards at key parking locations and around major arterial roads; press and local radio coverage; and geo-located, targeted digital marketing across a range of networks and channels.

“RingGo decided to focus its campaign on the positive aspects of paying by phone to park”

Using digital advertising channels allowed RingGo to target motorists during and at the end of their journeys, by serving adverts and branded pin locations within sat-nav systems, as well as retargeting customers planning their journey or searching for parking in advance.

Combined with awareness campaigns on social networks and display advertising, this created a multiple touchpoint customer acquisition journey that reinforced the benefits of cashless parking to residents, locals, commuters and tourists.

NEXT STEPS

Positive feedback and significantly higher customer growth has encouraged RingGo to spread the campaign further. Currently, the Park Your Worries radio advert is running in a joint campaign with the City of Aberdeen and Aberdeenshire councils. Plans are also in place to run further billboard and digital campaigns in key locations across the country in the coming months.

As parking increasingly becomes a part of data-driven ‘mobility’, it is fitting that a digital service is fully using the latest developments in digital marketing. [P](#)

Results of the campaign

Over a six-week period, the combined digital campaigns gained millions of impressions, with surveys showing that awareness of cashless parking in Reading and Glasgow grew by 60 per cent over the same period. Particularly strong results were delivered by RingGo’s navigation ad partners – showing the benefits of addressing motorists at the moment of need – while social media campaigns drove high user engagements and downloads.

Digital marketing may create buzz, but traditional marketing is still effective, with the billboard, press and radio campaigns all driving significant local interest and brand recognition.

In terms of usage, both cities performed well, although Glasgow slightly better than Reading.

A year-on-year comparison showed sessions grew by 39 per cent beyond that expected in the Scottish city, and new users by 10 per cent. In Reading, new users were 22 per cent higher than in the same period the previous year.

Brand research around the campaign showed that 59 per cent of motorists had praised the visual appeal of the Park Your Worries campaign and most would be persuaded to swap cash for cashless – especially if the costs of each method were the same.

Respondents’ perceptions of RingGo included increased knowledge of the benefits of cashless, and an enhanced awareness of the convenience, speed and ease of the service.

