

THE SOCIAL CARRIAGE

**BRINGING MELBOURNIANS TOGETHER
MEMEFEST 2014**

ADVERTISING DESIGN CONCEPT STRUCTURE

The presentation of the concept is static, including the advertising, marketing and theory to go with it, however the actual outcome, the creation of The Social Carriage Application would be interactive with people using it in the real world.

There are many benefits to this outcome. The main, short-term benefits to the application is that public transport users will now willingly communicate and talk to each other with the use of the application.

The long term benefits of using the application is that if correctly foretasted, many road users will choose to switch over to using public transport to use the application.

The follow on effect of this is that the roads become less congested with traffic, and in turn reduces carbon emissions from vehicles as a whole.

The client for the project can be seen as public transport users or Metro, the current company controlling Melbourne's public transport network. The public transport users are given a way or anonymously talking to each other and opening the dialogue between each other. Metro gets the benefit of a new way to get advertising money from the app and creating better customer relations with the users. Metro can also become the first public transport network to create a system like this in the world and has the potential to become world famous for it.

From the creation of this outcome, I learnt what aspects of social media worked effectively to get users to interact with each other. I discovered that users are far more willing to talk to each other when their identities are anonymous than when other

users now exactly who they are. I also was able to strip down the social media structure to make it bare-bones so that users don't need to put much of their person details into the application.

The outcome that has been created, The Social Carriage Application, should be classified as 'good' advertising design work, as it communicates its idea of creating dialogue between users in an easy to use and highly effective manner.

The Social Carriage Application would initially be implemented in the Melbourne public transport system, in conjunction with the up and coming rail upgrades. If the application becomes highly successful, the system can be implemented in other states and territories across Australia, then eventually if it expands tremendously, it could spread around the globe, effectively being able to connect people from across the world together.

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THE SOCIAL CARRIAGE APPLICATION

The Social Carriage mobile application is the outcome designed for Memefest 2014 in order to improve the lack of dialogue between public transport users.

Traditionally, public transport has always been a quiet place with every user typically not interacting with each other, but instead engulfed into their mobile devices and their own little world, missing out on the world racing past them. The Social Carriage application would help improve this issue.

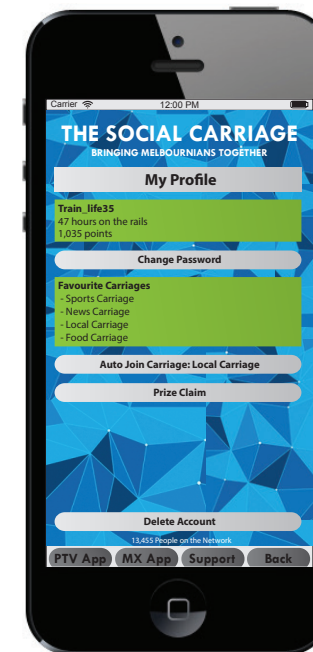
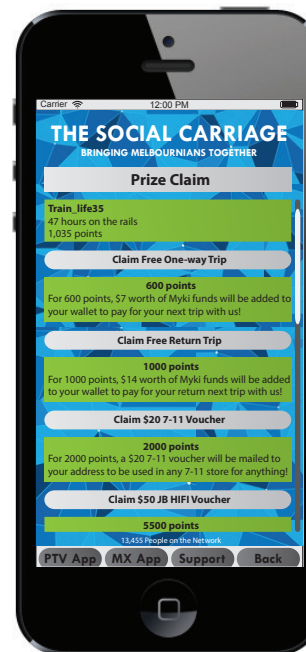
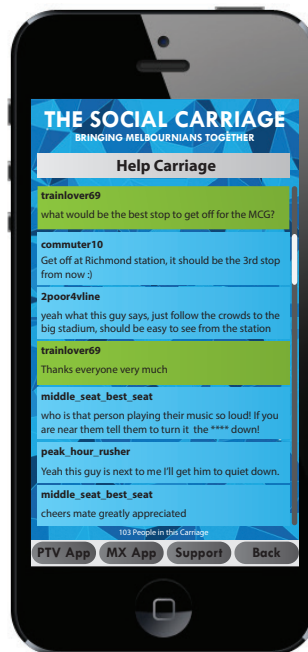
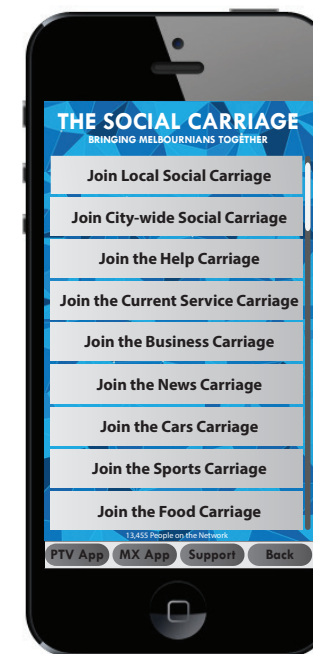
While this outcome doesn't create physical, face-to-face dialogue between users, it creates an anonymous barrier between users, which significantly increases the chances of user interaction.

The application has been designed to work on both iOS and Android platforms and will work on all mobile devices including tablets such as the Apple iPad and mobile phones like the Samsung Galaxy. It will be available in the Apple and Play stores to purchase for free for anyone.

The way the application works is simple. The user starts by joining the trains local wifi system, with a server at one end of the train and a wifi repeater in each carriage for users to connect to. After that, the user logs in to the application and is able to then choose a carriage to join.

The system would be moderated through the Metro headquarters incase of issues and certain words and phrases would be automatically censored by the system to avoid verbal conflicts.

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LOGIN SCREEN



Users enter their Username and Passwords here once connected to the network

Users can tap this to register a new profile with the application

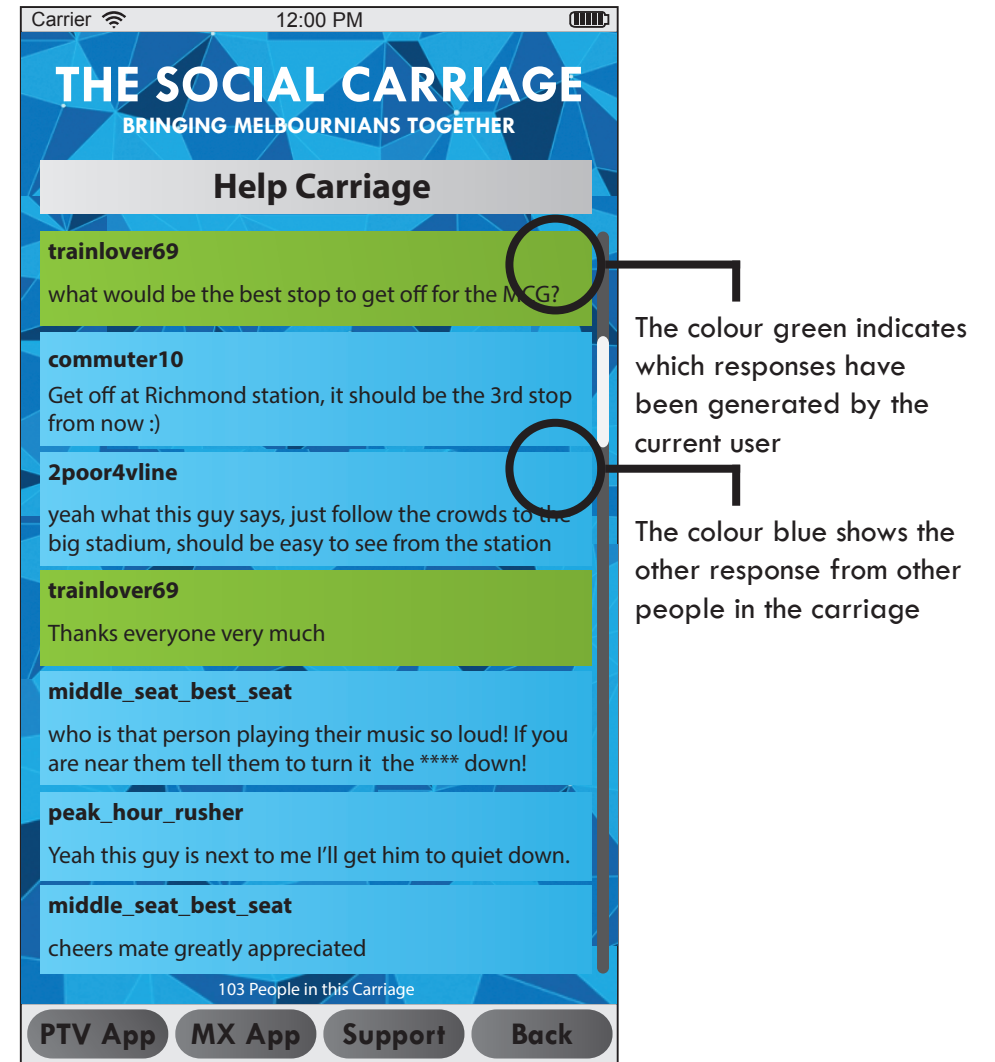
Navigation buttons linking the users to a support page, as well as the MX Newspaper app and the Journey Planner app

MAIN MENU SCREEN



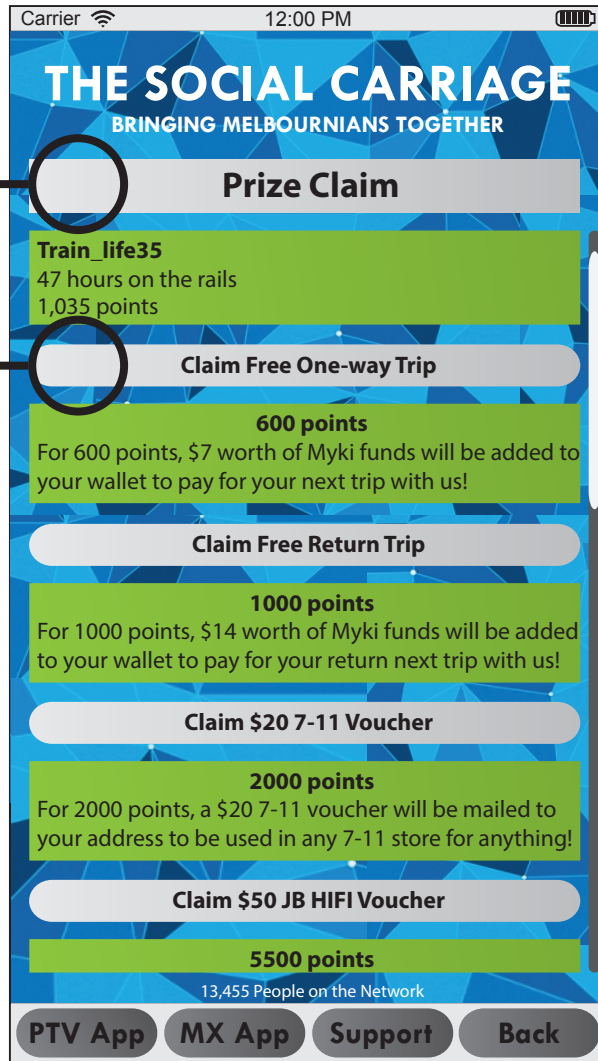
Users are presented with three options. Each goes to a different section of the app

A display of how many users are currently using the application



Every day when a user logs in, they acquire 50 points. These points will accumulate over time and the user can spend them on prizes or free trips with the Myki

By tapping this button, users can use their accumulated points to claim prizes for themselves



The profile page is extremely bare-bones compared to other social media systems. It doesn't require much information to promote anonymity.

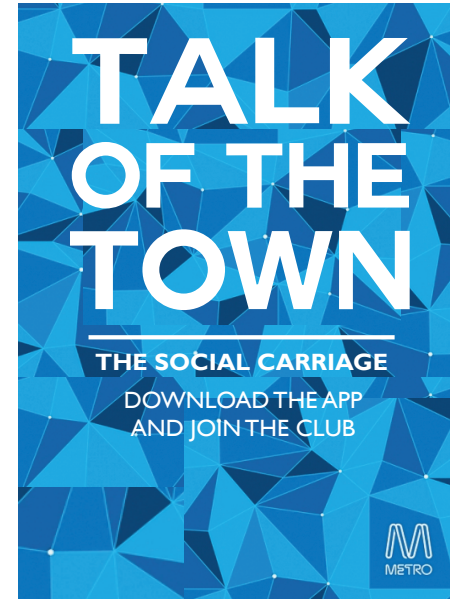
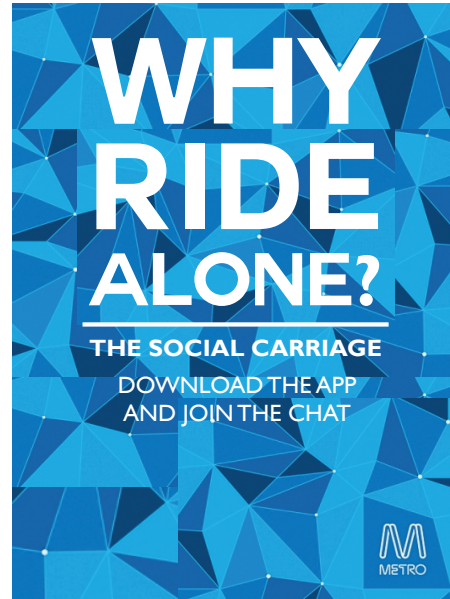
Users can do anything from select a carriage to auto-join upon login to delete the current account from the system entirely

ADVERTISING METHODS

The promotion of the application will come in many forms designed to target a large variety of demographics with a focus on road users.

Physical advertising items such as posters and billboards will be used to persuade people to download the application, while radio and television advertisements will be mainly targeting motorists sick of peak hour traffic.

In each section, the structure of how the method will be used to promote the application will be explained in more detail.



Posters will be displayed in train stations, at bus stops and at tram stops. These posters aim to target public transport users directly and persuade them to download the app to connect with other users.

The posters focus on the idea of riding the train together as a group or club, instead of riding the train as many individuals by ourselves.



Billboards would be placed in high traffic areas prone to large, consistent congestion. The aim of the billboards is to make road users realise that the train is a much more fun place to be than stuck alone in traffic, and they should reconsider how they get to work each day.



NARRATOR

“Hey you. Yeah you, the person listening to this. Being stuck in traffic gets really tiring.

So why not take the train?

The new Social Carriage App allows public transport users to connect with each other from anywhere on the network so you will never ride alone anymore.

Download the app today from the Apple or Play Store today and join like minded commuters.”

The radio advertisement is designed to be aired during peak hour traffic in the timeslots of 7am to 8:30am and 4pm to 6pm.

The radio advertisement is created in a way that it directly ‘contacts’ the listener and then suggests to try a new alternative to driving to work. The advertisement also targets the drivers loneliness while in the car stuck in traffic.

① START

Hi :) What to eat now? Doritos?

UP

- * People sitting together on train looking at their phones
- * Chat bubbles open above heads
- * Cross section of train
- * Sound: Train noises, ambient & quiet
- * Fade from black, zoom in then pan up while rising up for birds eye view

②

No, not Doritos: C What's a good haircut

Hello there Hi.

UP

- * Pans up to show everyone talking together on the app
- * As camera extends up, shows more & more people involved
- * Camera continues to rise upwards

③

Doge Molechims Nooo! This is :)

Nice! Facts on Tamandion Goodluck!

- * Show whole train using it and talking to each other
- * Camera keeps rising

④

Doritos Doge Not sure. How?

- * Rises up and stops once the whole rail grid is in view
- * Messages show by everyone talking to each other about it
- * Camera stops rising then passes, then fades to black

⑤

Join THOUSANDS OF OTHER PUBLIC TRANSPORT USERS NOW!

- * Message fades onto screen

⑥

THE SOCIAL CARRIAGE
Bringing Melbourneans together

Download the App today

END

- * Second message fades onto screen
- * Then fades to black

The television advertisement is targeted at people who have just arrived home from work, tired and frustrated from the journey home, as well as public transport users unaware of the application to make their commute far more enjoyable.

The advertisement shows how The Social Carriage complete network communication system which shows how one user can talk to another user on a different train while on the other hand, others can talk to each other even if they are in the same carriage or train about a variety of topics anonymously.