

UITP Pilsen 2019

Smart and Healthy Transport in Cities

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Outline of the speech

„BVG image campaign #weilwirdichlieben (because we love you)“

The Berliner Verkehrsbetriebe (BVG) started their image campaign "Weil wir ich lieben" in 2015. (because we love you). The reason for this campaign was to give the BVG a fresher image. So far, the company has always been perceived as boring, conservative, correct and so on. If the BVG were a human being, it would be a tax official. We wanted to change this image. Younger, cooler, sexier. We did not want to be perceived as the boring transport company, but as a partner. The relationship with the customer had to be refreshed. The claim "Because we love you" was born.

The presentation describes the development of the campaign from the start to the present day. Many examples should explain the tonality of the campaign.

The campaign is cross-media communication. The focus is on social media activities, especially Twitter and Facebook. The users are entertained with daily posts. The tonality is humorous and self-ironic. With this kind of communication, BVG was „early adopter“ in the industry.

In addition to social media activities, several commercials have convinced millions of users in recent years. In the presentation 3 exemplary spots are presented. (the spots are in German language with English subtitles).

The success of the campaign is not only measured by followers or users, but also by extensive continuous market research. This involves analysing the extent to which the campaign has succeeded in changing the corporate image. The results show that a better image leads to better customer loyalty. Small mistakes are more likely to be forgiven, because the customers love their company.

BVG's image campaign has received several awards.