

National Ticketing Solution: Brand Development

Options for a new NTS brand - Governance Board paper
Version 1.0
July 2023
DRAFT FOR DISCUSSION

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Purpose of this paper

The NTS solution requires a brand:

- To signal that the new solution can be used anywhere the NTS brand is seen, connecting the national system.
- To assist our customers when receiving ticketing/payment related support
- As per the requirements document / procurement, we are required to provide a single national brand to our partners / suppliers.

This paper summarises our progress to date on the development of a new brand.

We are seeking endorsement of the recommended approach.

Specifics of an NTS brand

Brand options explored for NTS

Explore acquiring an existing PT payment brand (HOP/Snapper/Bee)

Utilise the TooEasy™ brand and name that was created in 2022

Create a new brand identity.

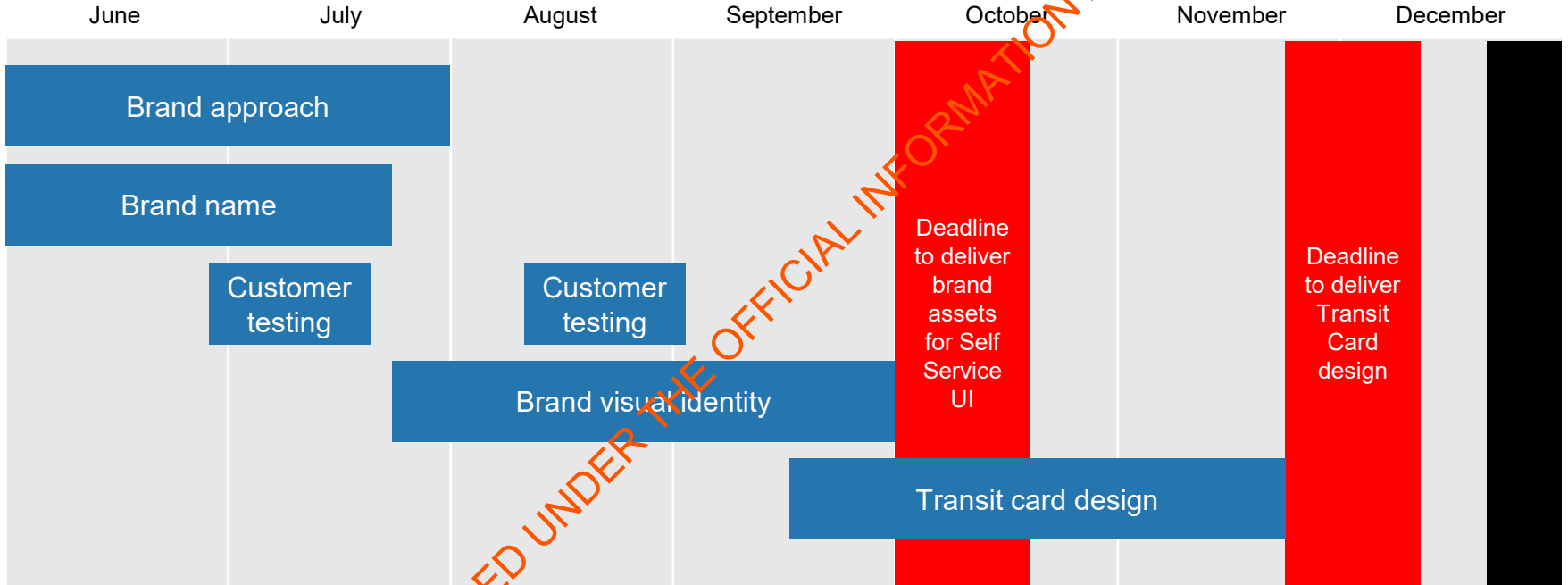
Legal requirements for the brand name

The name must already be, or be available to be,

- trademarked in New Zealand,
- registered as any NZ domain (.com included),
- registered as a business on the New Zealand business register.

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Brand timeline



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Incorporating te Ao Māori and te Reo Māori

Initial consultation with Te Mātangi, Waka Kotahi internal Māori engagement team on the appropriate process for incorporating Kaupapa Māori, advice to engage Kaupapa Māori design consultant.

We will connect with Te Amokura for Kaupapa Māori oversight and approval from a national perspective. Our advice is that iwi consensus is not necessary as NTS is a national level brand that will not be using any narratives or imagery that are regionally specific.

Currently engaged with approved Māori design and cultural advice consultant, Sol Media

Sol Media are providing:

- Proper process advice
- Brand narrative, name and visual design collaboration
- Facilitation of expert te reo oversight through Te Taura Whiri
- Collaboration with Te Amokura for Kaupapa Māori oversight

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Explore acquiring an existing
Public Transport payment brand

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A note on existing brands

Feasibility of using brands that already exist

Pros:

- ✓ Brand strength from Day 1.

Cons:

- ✗ Creating a situation where a brand is in market with two separate offerings is problematic to the customer experience. e.g. HOP in Auckland and HOP in Canterbury but the two are not the same system. Further load added to customer transition to explain old to new. Mitigations would need to be fleshed out for comms and marketing to help with additional transition.
- ✗ No cultural inclusion.
- ✗ Any preconceived notions about existing brand will be carried forward to NTS offering - good and bad.
- ✗ Snapper is the only existing brand that meets all legal requirements for the brand name, however is not commercially viable to purchase the brand from Snapper Services Limited.

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A note on existing brands

Feasibility of using brands that already exist



- ✓ PTA ownership
- ✗ Domain name/s held or available
- ✗ TradeMark held or available
- ✓ Business name available in NZ



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A note on existing brands

Feasibility of using brands that already exist

Recommendation

- ✗ There are no clear commercial paths for using an existing public transport payment brand for NTS, and doing so will create a situation where a known brand will be in market with two separate offerings.
- ✗ Therefore the recommendation is to create a new brand for the National Ticketing Solution.



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New brand identity options
and customer testing

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Customer testing brand names

We used the Waka Kotahi insights team to seek customer feedback on a shortlist of name options.

- 400 participants
- Segments tested with frequency of public transport use and age.

Where do you live? percentages based on Total (qualified)

Where do you live?	%	123
Total (qualified)	100%	400
Auckland	18%	70
Hamilton	17%	67
Tauranga	10%	40
Whanganui	4%	18
Palmerston North	8%	34
Wellington	15%	59
Nelson	4%	17
Christchurch	16%	62
Queenstown	4%	15
Invercargill	4%	18

Frequency use public transport (grouped) percentages based on Total (qualified)

Frequency use public transport (grouped)	%	123
Total (qualified)	100%	400
Frequent	21%	84
Infrequent	51%	203
Non User	28%	113

Age (grouped) percentages based on Total (qualified)

Age (grouped)	%	123
Total (qualified)	100%	400
under 25	10%	38
25 - 44	44%	178
45 - 64	29%	116
65+	17%	68

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Options for a new brand name

A range of options

The visuals have been purposely hand drawn for customer testing to minimise any subjective feedback on style and colours.

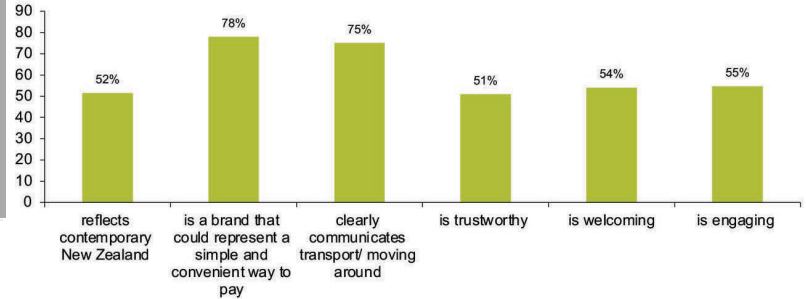
section 9(2)(i)

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Tested concept
Option 1

section 9(2)(i)

section 9(2)(i)

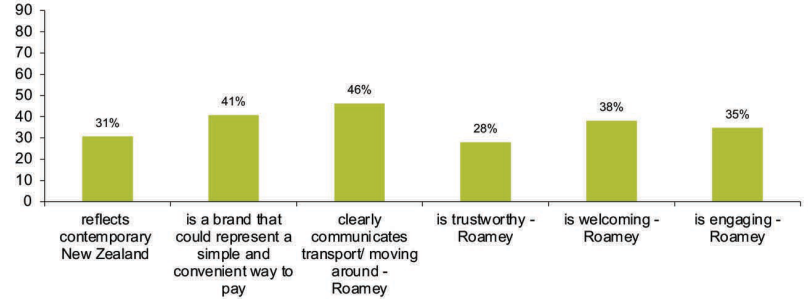


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Tested concept
Option 2

section 9(2)(i)

section 9(2)(i)

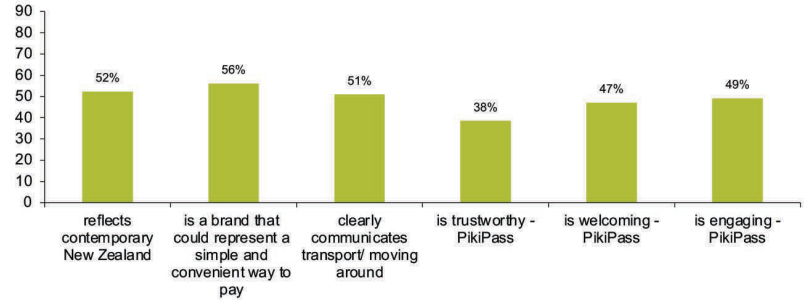


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Tested concept
Option 3

section 9(2)(i)

section 9(2)(i)

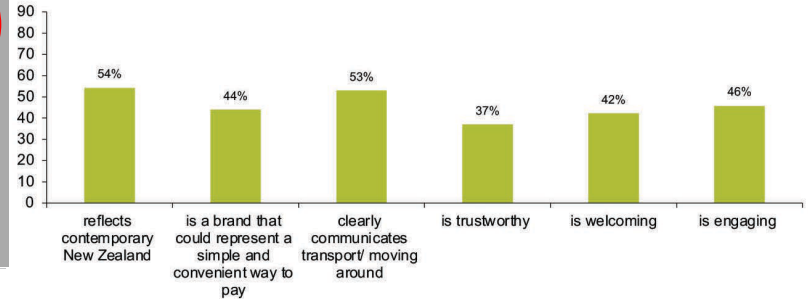


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Tested concept
Option 4

section 9(2)(i)

section 9(2)(i)

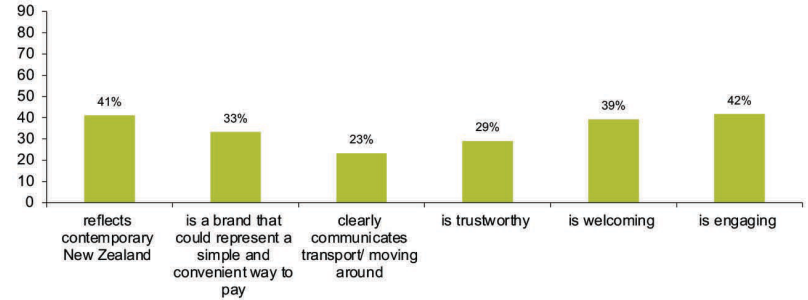


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Tested concept
Option 5

section 9(2)(i)

section 9(2)(i)

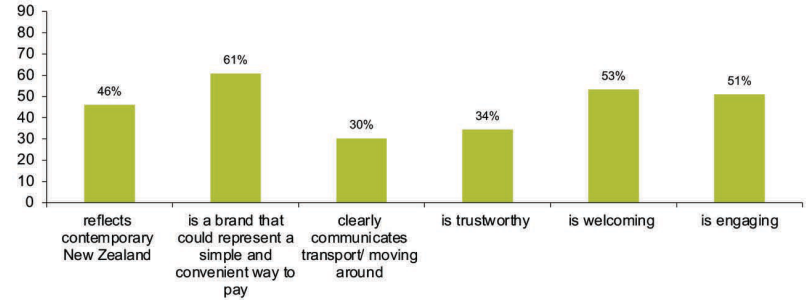


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Tested concept
Option 6

section 9(2)(i)

section 9(2)(i)



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section 9(2)(i)

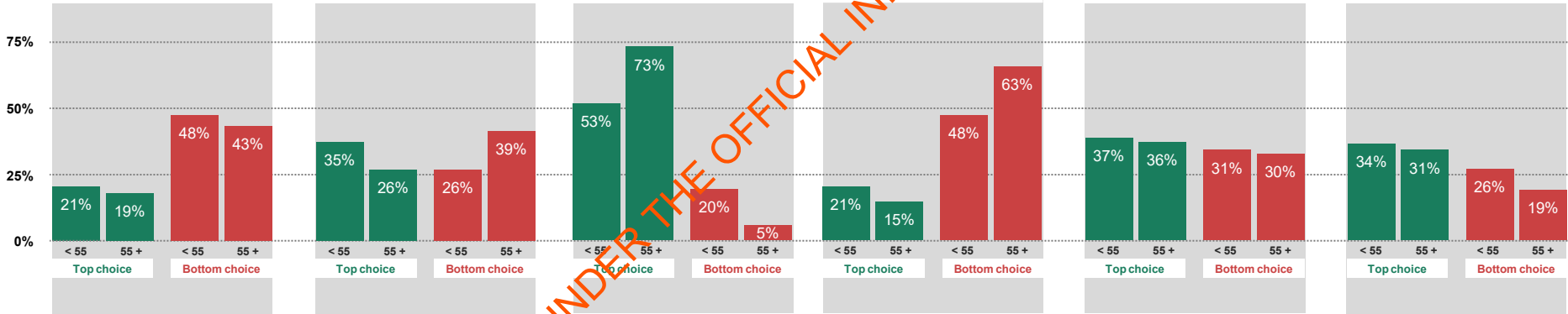


section 9(2)(i)

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Choices that incorporate te Reo Māori are preferred less by those older than 55.

section 9(2)(i)



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A minority of responses expressed opinions about languages used in brand concepts, indicating that language is not a significant issue. Negativity about te Reo is concentrated among older respondents and non-PT users

- Comment responses across all positive and improvement questions, as well as the final comments, were coded as to whether
 - a preference was expressed for English/ no te Reo; or
 - The use of te Reo in brands was complimented
- As these attitudes are unprompted, respondents had to independently type it in as part of their preferences. This method will only pick up relatively strong opinion.
- Comments ranged from mild – that including English would be better – to strong attitudes rejecting any Maori for only a few.
- 11% were positive about the use of te Reo in brands
 - More Pacific peoples (36%), Maori (22%), and those aged under 35 (17%) were positive.
- 15% preferred English, or were negative about te Reo
 - More aged 65+ (32%), and those who never use PT (25%) were negative.
 - Fewer Monthly or greater PT users (6%), and those aged under 35 (7%) were negative.



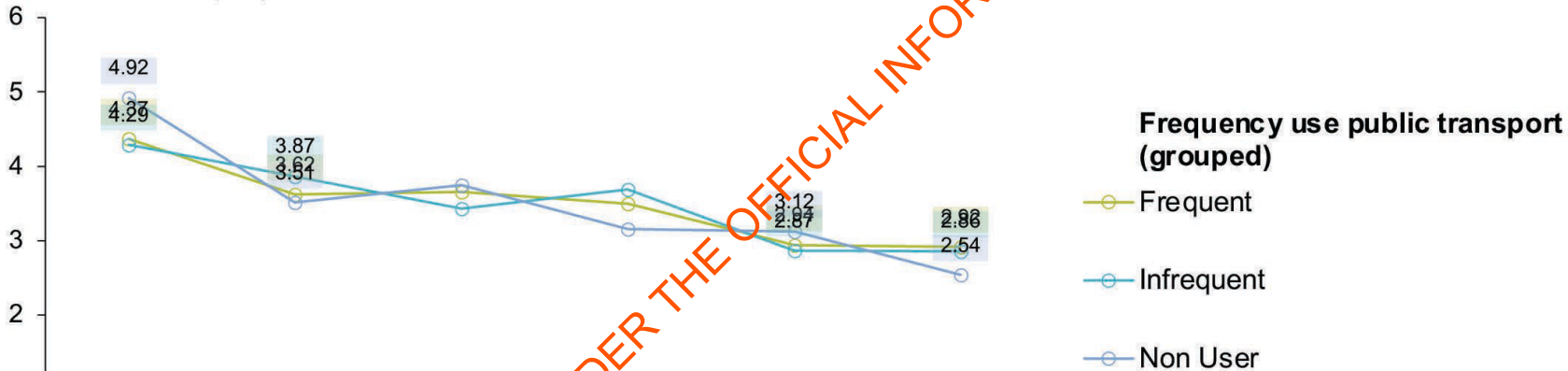
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Frequency of public transport use also has an impact on responses! Non-users prefer non Māori names. Frequent users prefer

section 9(2)(i)

NTS Brand Test July 2023

Frequency use public transport (grouped) by Please rank these options from best to worst as brands for public transport payment that can be used in any city Aotearoa New Zealand - Total



section 9(2)(i)

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PTA preferences for progressing options

Progressing to detailed design for two options

Preferences from the PTA's

Ranked 1st choice or 2nd choice

section 9(2)(i)

Feedback from the PTAs

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PTA preferences for progressing options

Brand workgroup's recommended options to progress

section 9(2)(i)

section 9(2)(i)

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Next steps

Testing and final decisions

Governance board:

- To endorse the brand workgroup's recommendation to progress with **section 9(2)(i)**

We will:

- Take the two recommended options to the next phase of design
- Complete additional qualitative and quantitative customer research
- Bring a recommended final option to Governance Board in an out of cycle paper in late August/early September.

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