



ADVIER
MOBILISEERT



Shared Mobility Marketing

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Interreg
North Sea Region
SHARE-North



European Regional Development Fund EUROPEAN UNION



Communication is about:



***Stakeholder
engagement***



***Working with
target groups***



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Politicians & Policy makers



Private persons



Public interest groups



Employers



Operators



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Active engagement

Rational arguments

Evidence

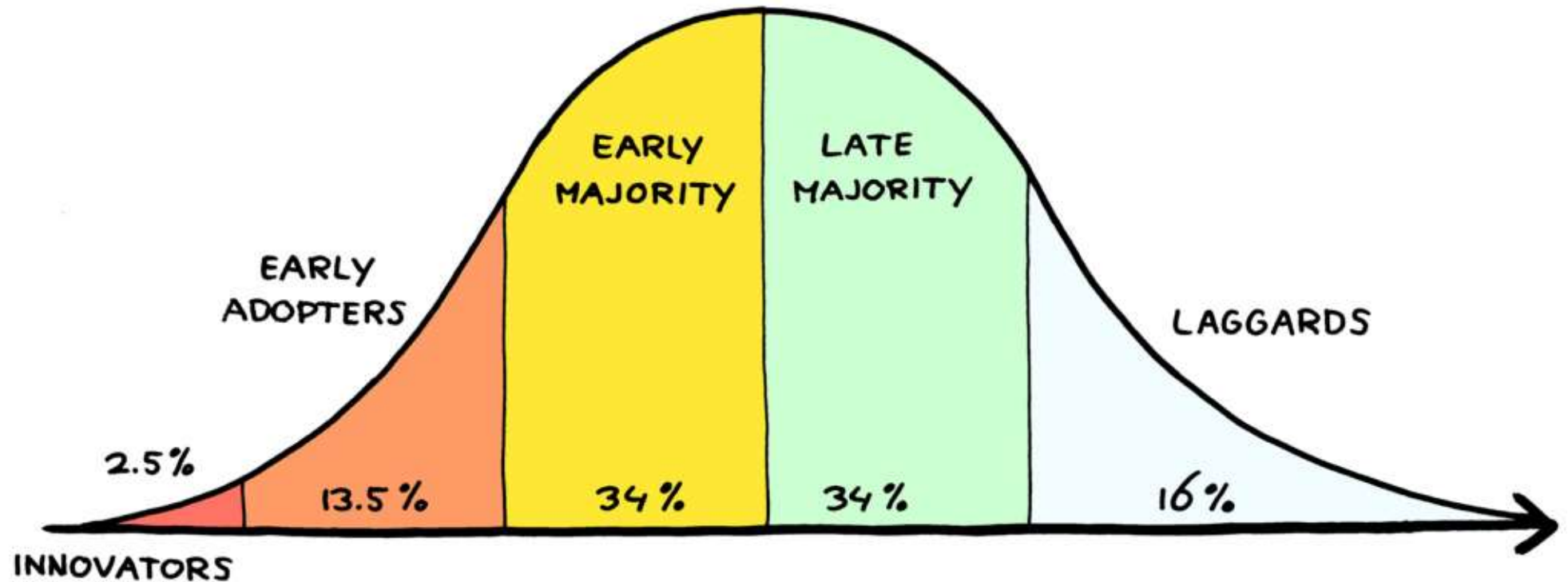
Societal benefits

Stress personal benefits

Emotional arguments



Innovation theory by Rogers





Strengthen Motivations

Convenience

Comfort

Safety

Simplicity

Emotions of travel



Strengthen Motivations

Remove Barriers

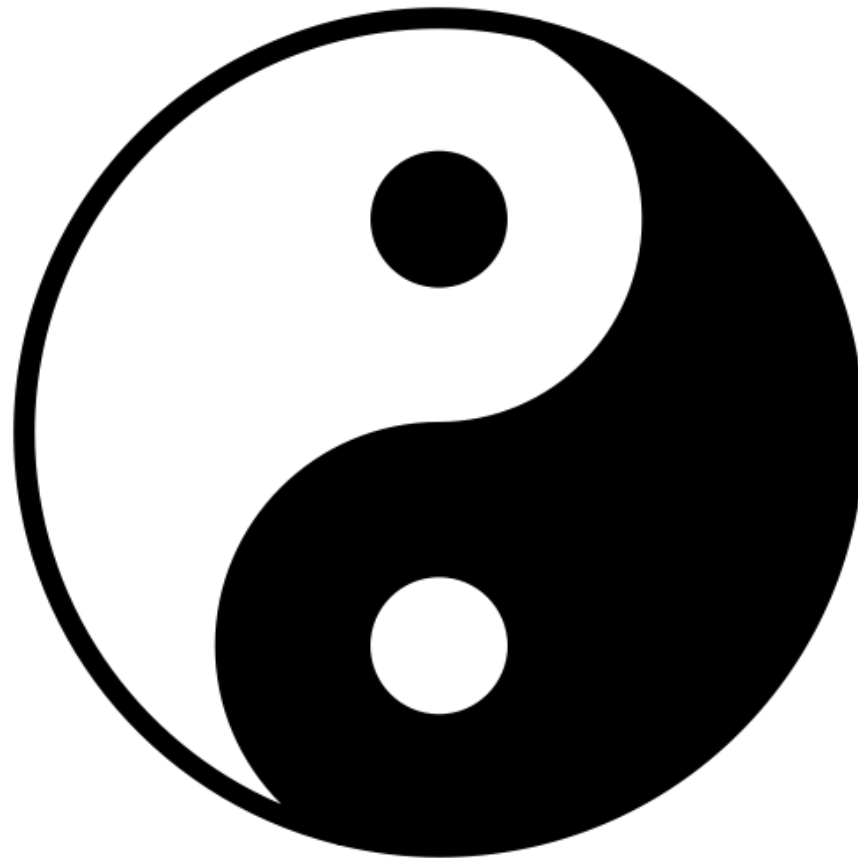
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Don't know the concept

Other people don't use it

Looks expensive

Love to own a vehicle

Loss aversion

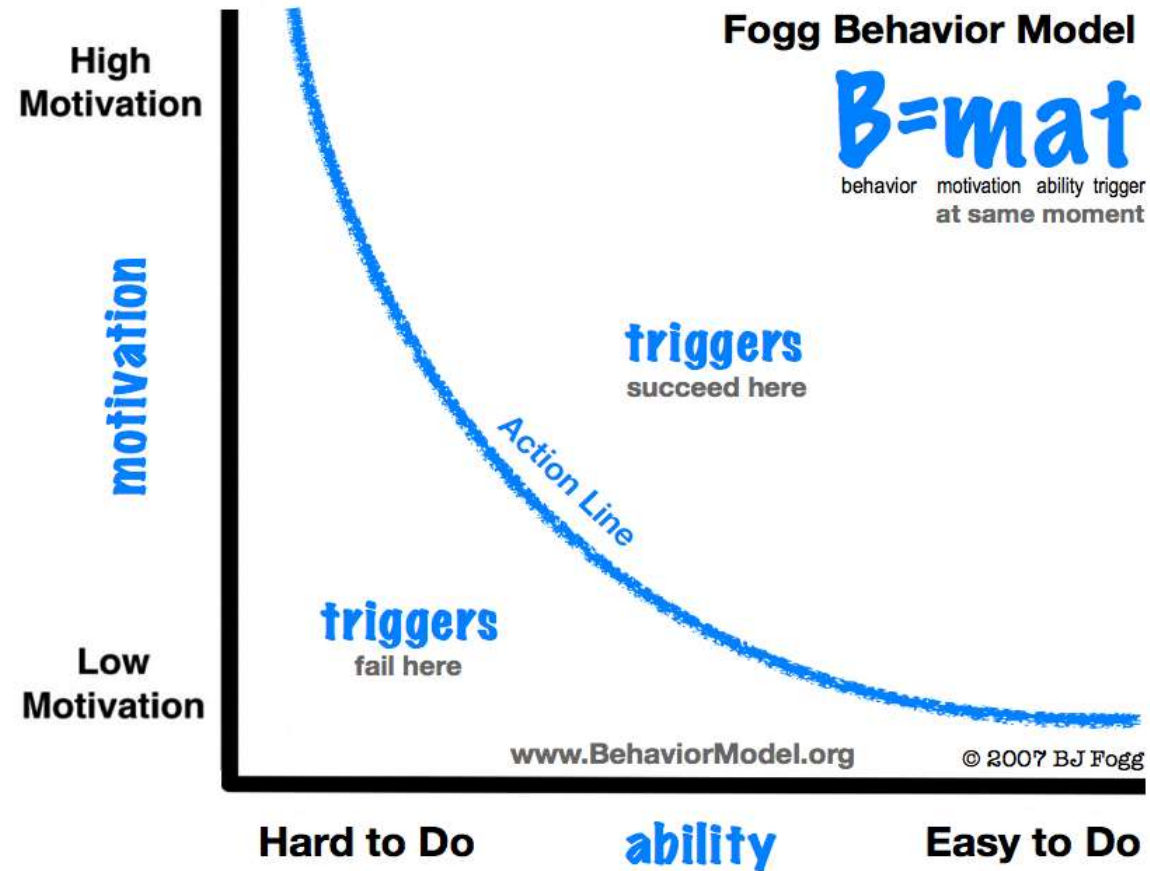
Loosing freedom

Availability in the area





Fogg Behaviour Model





The EAST Framework



Make it

Easy



Make it

Attractive



Use

**Social
influence**



Choose

the right

Timing



Final giveaways



Find ambassadors



**Make the
Shared mobility
Offer visible**



**Give practical
support**



**Provide basic
information**