

Nomination: 18143

Making Advertising Pylons Useful for the Community

Page: General Information
Name of Organization / Company City of Sydney
Logo Download File (https://asiasteveawards.secure-platform.com/file/26340/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNjM0MCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9HtiYlHWhrRLB2yxg8zslYfDJQWhOqexV8?CoS%20logo%20%282%29.zip)
Web Site Address https://www.cityofsydney.nsw.gov.au/ (https://www.cityofsydney.nsw.gov.au/)
Page: Entry Information
Entry Title Making Advertising Pylons Useful for the Community
Category P01 - P15 - Award for Innovation in Product Design and Development > P07. Award for Innovation in Government Services
Submission Format An Essay of up to 625 Words

Essay

Background:

In 2020 the City of Sydney and outdoor advertiser QMS entered a partnership whereby QMS paid for the design, production and installation of new street furniture (bus shelters, kiosks, public toilets, seats, and bins) in exchange for the rights to all outdoor advertising screens within the network. With the street furniture now delivered, the advertising screens are live. As part of the partnership, the City of Sydney have up to 50% of screen time across 160 screens. See image 1 for reference.

Public reaction:

City of Sydney community members were not happy about the new advertising screens, with many taking to social media to complain. See image 2 for reference.

The opportunity:

How might we be able to change the community's perception of these advertising screens from useless to useful?

The design process:

The City of Sydney Digital Innovation Team embarked on a design process based on design thinking, double diamond, and lean start up methodologies. The process involved four stages – discovery, problem definition, solution design and delivery. Outlined below:

_ Discovery: Gathering a deeper understanding of the problem space. Activities included: best in class desktop research, the creation of customer personas, customer journey mapping, stakeholder interviews, observational research.

_ Definition: Define the problem that we are trying to solve. Activities included: ideation workshop, concept testing, co-design workshop with subject matter experts.

_ Design: Design potential solutions to help the problem. Activities included: prototyping of ideas on the screens, usability testing, feature sorting.

_ Delivery: Deliver the chosen solution(s) and iterate to get to maximum impact. Activities included: development, roll out and iterative design / engineering.

See image 3 for visual reference of the design process.

The concept:

The two concepts that were created during the design process are:

_ What's On: A dynamic feed of events happening now (or in the near future) around the local area. Designed to raise awareness and attendance of City of Sydney and partner events. See image 4 for reference.

_ Welcome to Sydney: An interactive map providing locational information on key areas of interest for visitors to the City. Designed to give visitors a great tourist experience and to inspire them to try different areas within the City. See image 5 for reference.

Delivery:

The creative concepts were delivered via a pilot approach – with an initial roll out to one screen, then 8 screens and following that a selection of screens across the network. Iteration is being undertaken as we learn more about how the community interacts with the screens. A dashboard has been set up to track data related to the usage.

Impact:

At this point in time we are still in scale up phase and have launched the What's On creative to 8 pylons around the City of Sydney. Over 4 weeks of the pylons being live we have seen:

_ 426 engaged sessions (i.e. sessions that last at least 20 seconds)

_ 579 clicks across 49 events we have broadcast

We are continuing to monitor these interactions and tweak the creative as we see fit.

For this category please provide

An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These uploads and links might include product demonstration videos, product reviews, images, etc.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

Download File (https://asiastevieawards.secure-platform.com/file/26348/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWZpYUlkIjoyNjM0OCwiYWxsY3dOb3RTaWduZWZpYUlkIjYwZzZSImlnbnM9ZKZG3rO2pyTTFf_QCtSRGnudlILBT4dxvao?Image%201.png)

File 2

Download File (<https://asiastevieawards.secure-platform.com/file/26349/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWZpYUlkIjoyNjM0OSwiYWxsY3dOb3RTaWduZWZpYUlkIjYwZzZSImlnbnM9Image%202.png>)

File 3

Download File (<https://asiastevieawards.secure-platform.com/file/26350/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyNjM1M0wiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbn9u1X2aC9dF3RkVraXqREhg746Q?Image%203.png>)

File 4

Download File (<https://asiastevieawards.secure-platform.com/file/26351/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyNjM1MSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbn9Image%204.png>)

File 5

Download File (<https://asiastevieawards.secure-platform.com/file/26352/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyNjM1Miw1YXN3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbn9ySjB3UstdUtt2QZcUpcA-zmjwoE?Image%205.png>)

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

No

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree