



FOR IMMEDIATE RELEASE

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## DE LIJN & METRO DE MADRID: THE WINNERS OF THE 2009 UITP MARKETING AWARDS

**De Lijn, for the Commercial Campaign, and Metro de Madrid, for the Printed Campaign, are the successful winners of the 4<sup>th</sup> edition of the UITP Marketing Awards. The vote was announced at the closing ceremony of the 5<sup>th</sup> International Marketing Conference, which was held in Lisbon on 7-9 October. With a total of more than 4,800 online votes, the special Public's Choice awards go to Flemish De Lijn for Best Commercial Film and to Singapore's SMRT for Best Printed Campaign.**

At the biennial UITP International Marketing Conference hosted by Companhia Carris de Ferro de Lisboa and Metropolitano de Lisboa, Portugal, more than 200 participants from about 30 countries voted last Friday for the the two categories: Commercial Campaign and Printed Campaign.

The ten finalists were selected amongst more than 60 campaigns originating from Asia, Australia, Latin America, North America and Europe.

For the second edition in a row, the general public could also express its preference by voting online on [UITP's website](#) for the Public's Choice Award in each category.

The UITP Marketing Awards reward creativity in the fields of communication and advertising. The objective is to highlight creativity and innovation which will induce a positive perception of public transport and ensure that users themselves feel a sense of pride when using it.

The competition is exclusively open to UITP members, regardless of their area of activity – operating companies, organizing authorities, suppliers, service providers, consultants, etc. – and is an integral part of the UITP International Marketing Conference.

For the 5<sup>th</sup> edition of its International Marketing conference, the UITP Commission on Marketing and Product Development, chaired by Susana Palomino (Head of Marketing, Quality and Environment, Metro Bilbao), had chosen a challenging theme this year:

*"Successfully marketing public transport: changing attitudes, influencing demand, and increasing performance".*

"It is all about considering how organisations can use marketing to increase their market share, improve their profit margins, find their way to successfully compete against the car, and stimulate demand for public transport as a whole," said Secretary General Hans Rat in his opening speech, referring to the new UITP strategy for the sector: "Public transport: the smart green solution", which aims at doubling the public transport market share worldwide by 2025.

"The challenge of marketing is to be innovative and create new high-quality and cost-efficient services to anticipate and respond to the evolving needs and new lifestyles of consumers. That is why the sector's strategy is to provide public transport that fits within new lifestyles. We need to be the first mobility choice in citizens' minds."

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International Association of Public Transport  
Union Internationale des Transports Publics  
Internationaler Verband für öffentliches Verkehrswesen  
Unión Internacional de Transporte Público

Notes to editors:

• UITP is the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. It is a platform for worldwide co-operation, business development and the sharing of know-how between its 3,100 members from 90 countries. UITP is the global advocate for public transport and sustainable mobility, and the promoter of innovations in the sector. For more information on UITP and public transport, visit [www.uitp.org](http://www.uitp.org). For more information on UITP Marketing and Product Development, please visit <http://www.uitp.org/Public-Transport/marketing/index.cfm>.

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