

Case study Docklands Light Railway

CLIENT

Serco Docklands is the franchise operator of Docklands Light Railway (DLR) – the light railway that serves commuters and local residents in south and east London.

Oculus is the lead design agency for DLR, responsible for major campaigns and associated fulfilment of these campaigns.

TASK

As part of its ongoing high-profile safety campaign, Serco Docklands asked Oculus to create an informative and colourful activity book for children and a fully animated PowerPoint presentation for teachers to help support the message of safety on DLR.

ACTION

Initially, we looked at existing DLR imagery and from this evolved a friendly cartoon character/narrator called DLR Dave. He talks directly to the children in a lively and imaginative way about the safety issues when using the railway.

Our designers used DLR Dave, along with a mix of graphics and photographs, to produce a book that is vibrant and fun and gets all the right messages across. It includes all the activities that children love: colouring, quizzes, a press-out-and-play board game and stickers.

The PowerPoint presentation had animated elements on every page, with DLR Dave as the narrator to communicate the important messages to the children in a fun and friendly manner.

RESULT

The DLR Safety Liaison Officer and Community Ambassadors have found both tools to be engaging and a great support when liaising with local schoolchildren and their families.

FIND OUT MORE

If you'd like to find out what we can do for you, call us on **0118 958 9815** or visit our website at www.oculus.co.uk





“ We are extremely pleased with our Stay Safe on the DLR activity book. The book has turned out exactly as I envisaged.... Oculus managed the project efficiently and professionally, with an obvious excitement for the product.”

Serco Docklands