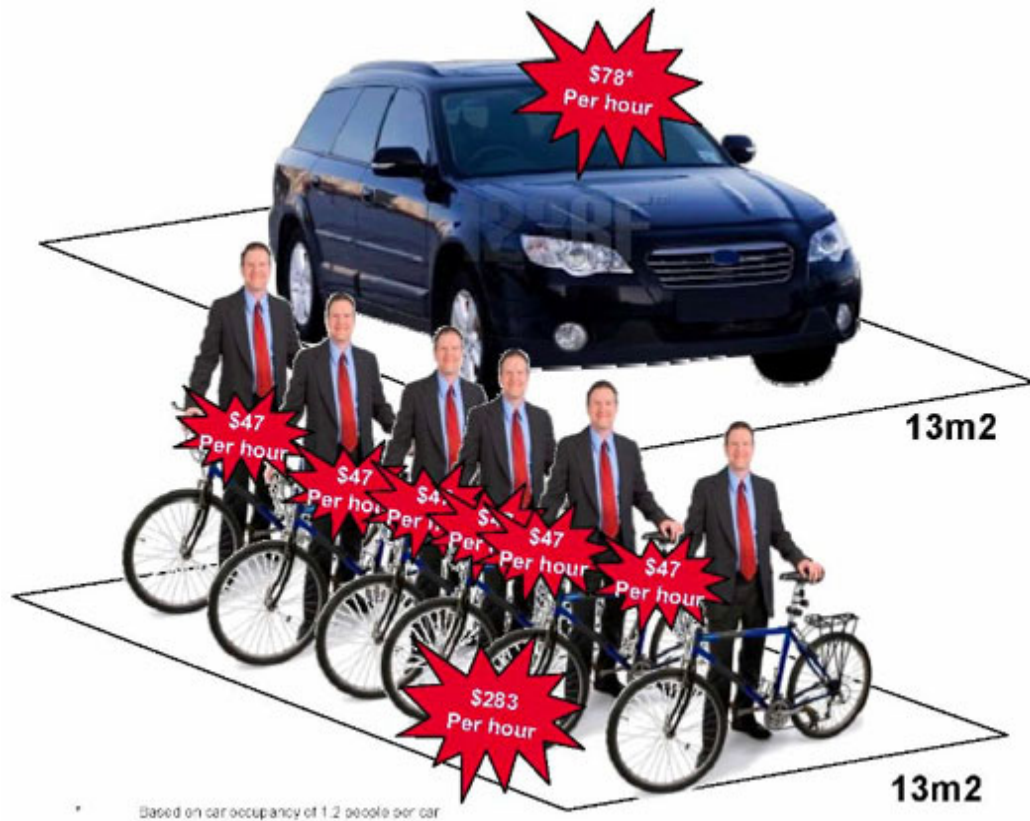


VPSG Image Workshop – Warm-Up Quiz

1. What men's after shave became popular again in 2010 after a highly successful advertising campaign? (Old Spice – and Old Spice Guy went viral on YouTube)
2. Which bank used a 'Divorce - Break Up' campaign to attract new customers, and to signal a significant change in attitudes and behaviours in the banking world? (NAB) (225, 000 extra new customers in 3 months and \$5 million worth of free exposure in a single day – top Twitter topic)
3. What sport is set to enter a major image change targeting young people aged between 18-30 and away from retirees? (Pro-Golf Exposed campaign)
4. Where was this definition of Parking Enforcement Officers obtained from?

“A parking enforcement officer or parking attendant and sometimes parking inspector is a member of a traffic control department or agency who issues tickets for parking violations. Where parking meters are used, they may be known as a meter attendant, traffic warden (British English), or, derogatorily, a meter Nazi or meter maid for both female and male attendants. Their use is controversial and they are often perceived as being overzealous.”(Wikipedia)

5. What is the ratio of public space used for car parking as opposed to bicycle parking in Lygon Street Melbourne?
88% (Car) 12% (Bike) 99% (Car) 1% (Bike) 92% (Car) (8%) Bike
6. What is the strategy Urban Planner Alison Lee is using below to promote more space being allocated to bikes?



7. Which Council introduced a **Customer Focused Approach** to parking services in 2010 including:

- ▶ Changed name to Civil Enforcement Officers – locally known as Community Enforcement Officers
- ▶ New uniforms with “Can I help?” placed on the back
- ▶ One point of contact for customers re: all street related issues
- ▶ Community champions for local areas – personal contact to meet and discuss local parking issues
- ▶ Foot/mobile patrols to advise on parking matters where possible, and give verbal warnings before issuing PINS
- ▶ More warning/reminder letters issued, particularly for overstay, when a PIN has not been issued within the last 3 years
- ▶ Camera cars more visible and to operate more as a deterrent, than pure enforcement

Melbourne Paris London New York Tokyo