

Encouraging leisure travel – Go Do Your Thing with Northern

July 2022

Beverley Kerr – Senior Campaigns Manager

What we'll cover...

1. The big picture - Leisure travel from a TOC's perspective

- A changed landscape
- Not staying quiet
- Learning more about our customers
- A new strategy for Northern

2. Northern's approach

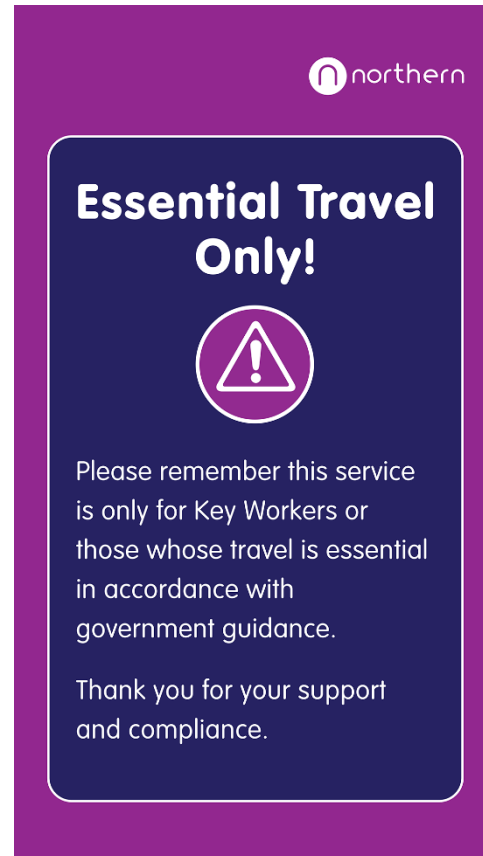
- Think National.
- Act Northern.
- Deliver Local.

3. Working together - How we enhance our campaigns

- What we did in 2021
- What can we do going forward?

The big picture

A changed landscape



The big picture

Not staying quiet

Reassurance campaign



Better Way to Go



The big picture

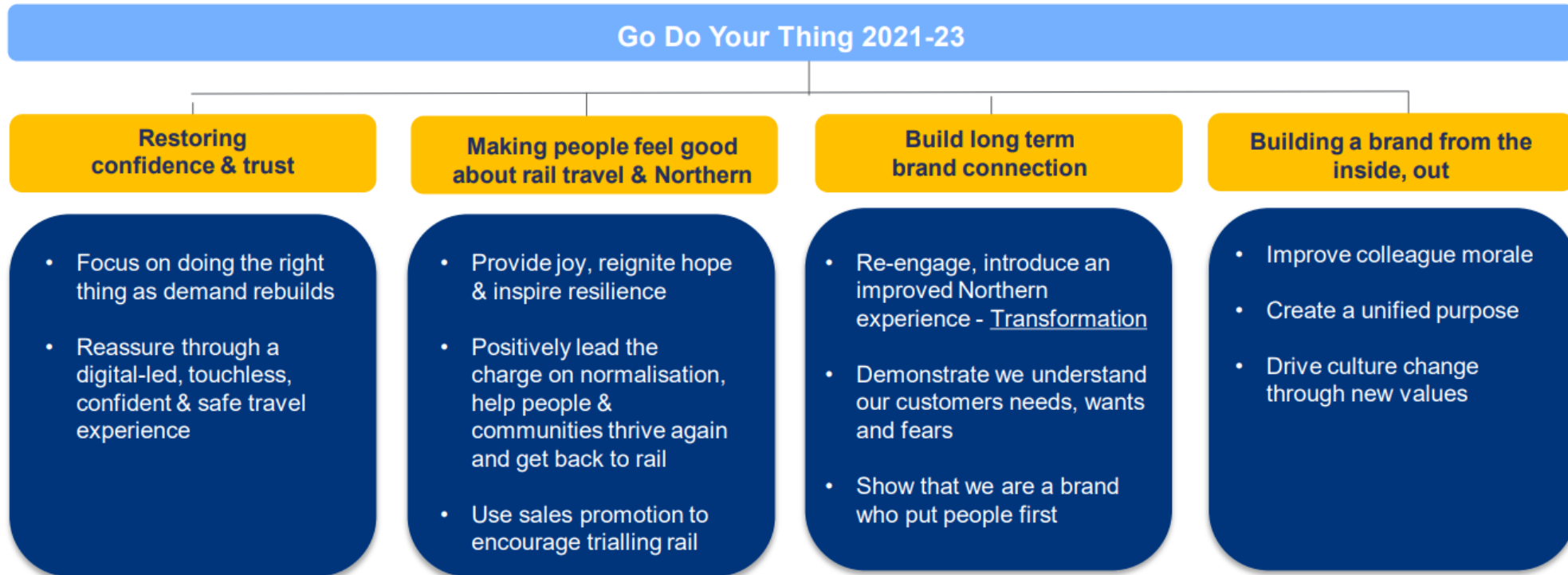
Learning more about our customers

Meet our customer personas...



The big picture

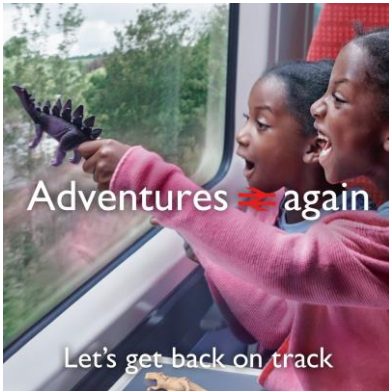
A new strategy was needed...



Northern's approach

Think National. Act Northern. Deliver Local

Think National



Act Northern – Go Do Your Thing



Northern's approach

Think National. Act Northern. Deliver Local

Encouraging leisure journeys by interest:



Is bargain hunting your thing?
Save up to 65% with Advance train tickets.

Download the Northern Trains app

NORTHERN Go do your thing



Is sharing your thing?
Save 25% with Duo train tickets.

Download the Northern Trains app

NORTHERN Go do your thing



Is staying in not your thing?
Save up to 65% with Advance train tickets.

Download the Northern Trains app

NORTHERN Go do your thing

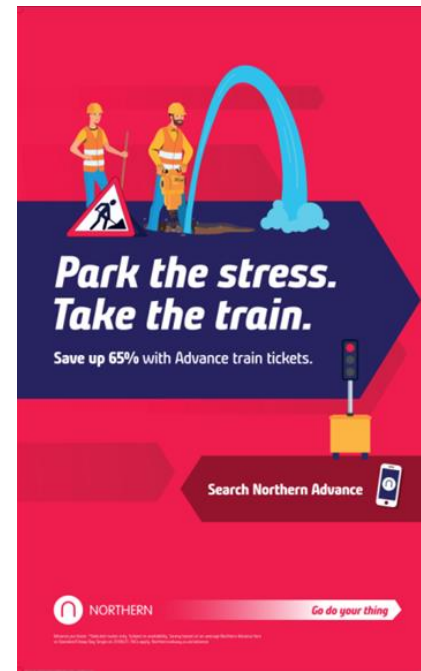


Is family time your thing?
Save up to 65% on train travel to 540 Northern destinations.

Download the Northern Trains app

NORTHERN Go do your thing


Tackling the car:



Park the stress. Take the train.
Save up 65% with Advance train tickets.

Search Northern Advance

NORTHERN Go do your thing



Park the stress. Take the train.
Save up 65% with Advance train tickets.

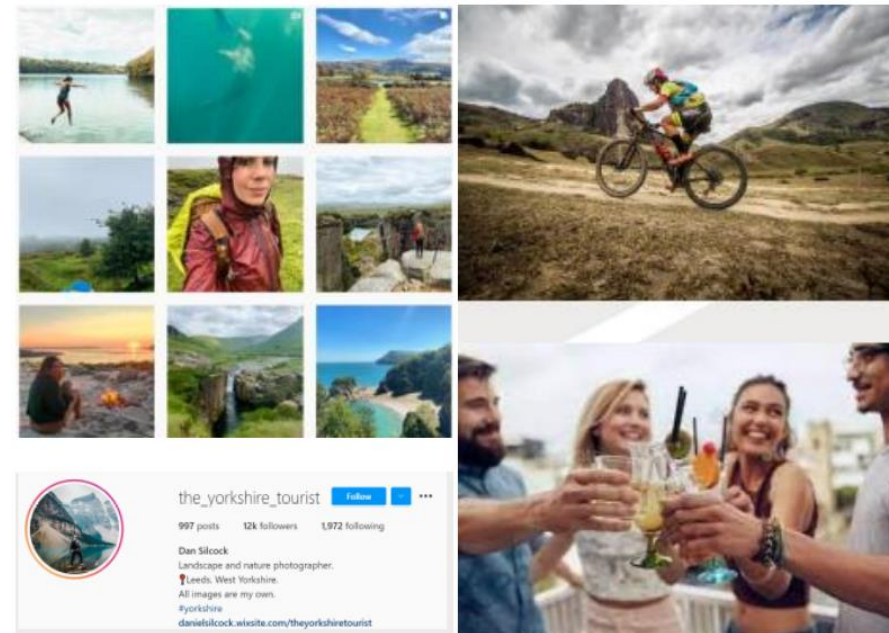
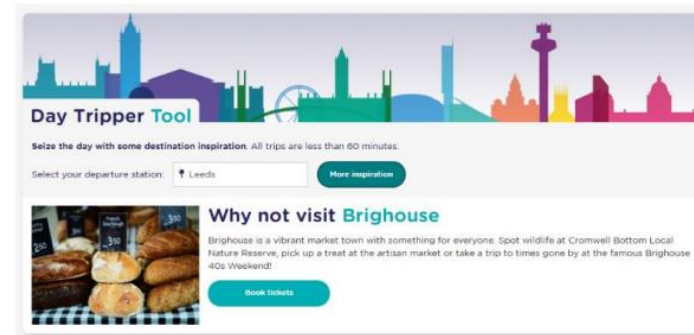
Search Northern Advance

NORTHERN Go do your thing

Northern's approach

Think National. Act Northern. Deliver Local

Deliver local...

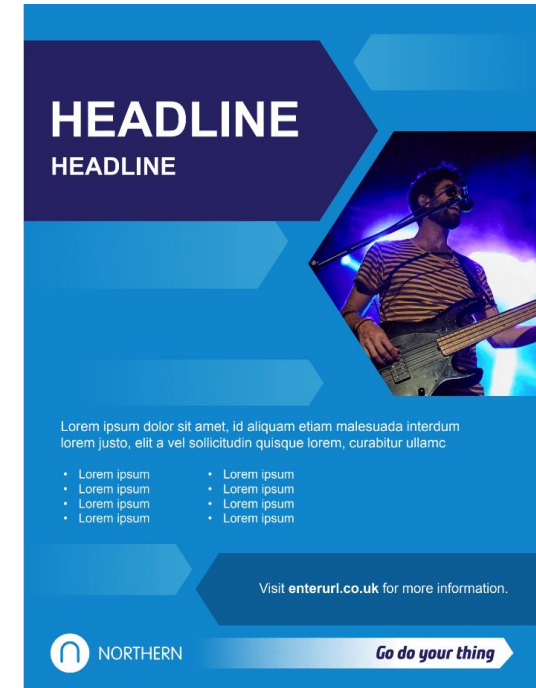


Working together

How we enhance our campaigns

2021

1. Briefing session and Q&A
2. Preview of the TV advert
3. Share press releases
4. CRP Toolkit delivered
5. Survey after the briefing session



Working together

How we enhance our campaigns

Summer 2022

- Niall Hambridge, new Business and Partnerships Marketing Executive
- DMO's
- What extra can we do? Any ideas, please email: Niall.Hambridge@northernrailway.co.uk





Thank you