

# ***Rail Delivery Group***

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**National Rail**

**Recovery Marketing Campaign**

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June 2022



- **Setting the scene**
- **The strategy**
- **Know your audience**
- **The brief**
- **Public Relations amplification**
- **Working together and Toolkits**
- **Results**
- **If you only take one thing away**



**Setting  
the scene**

# Government message was clear: "Stay at home"



HM Government **NHS**

## Coronavirus

**Isolate yourself**  
**Stay at home**

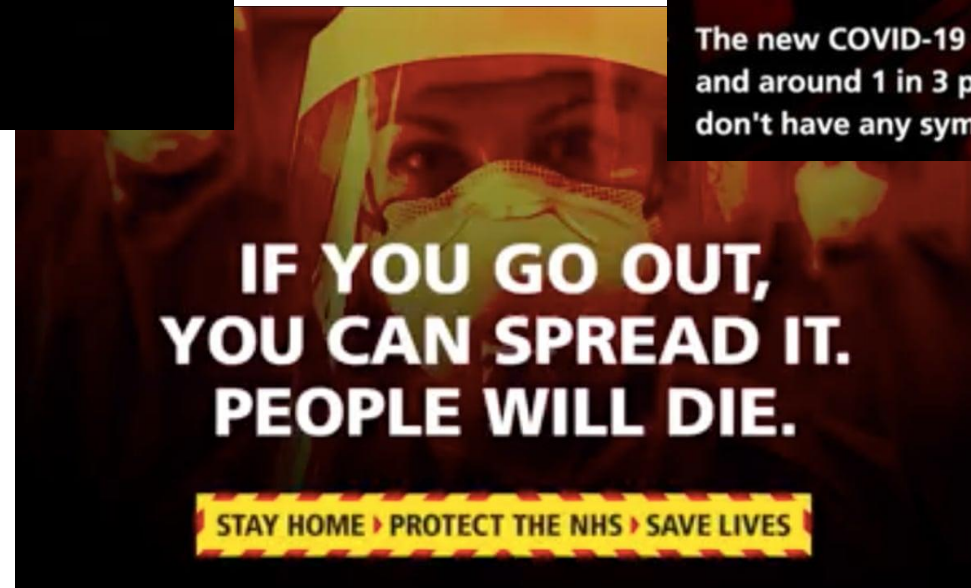
If you have a high temperature or a new and continuous cough – even if it's mild



HM Government **NHS**

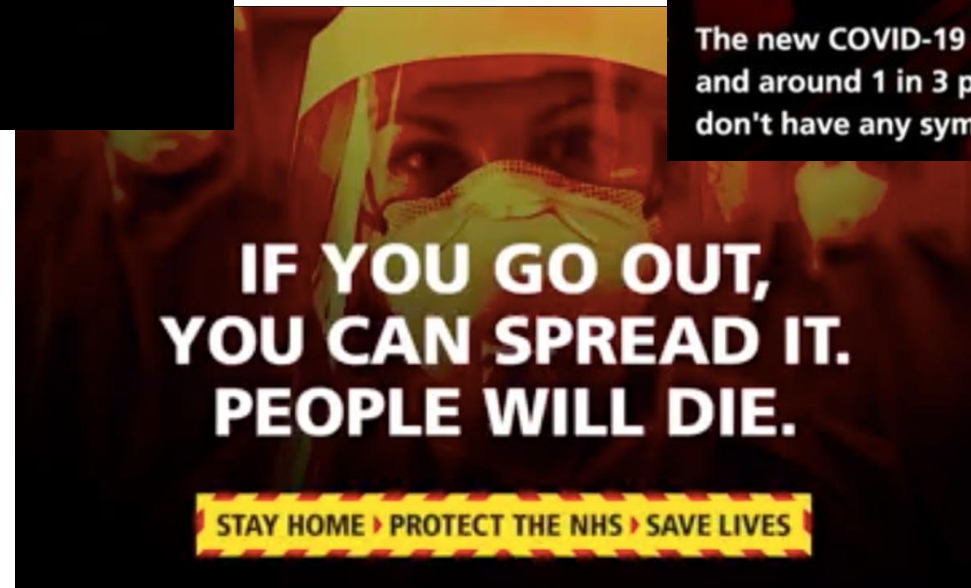
# CORONAVIRUS TAKES THE TRAIN TOO

The new COVID-19 variant is spreading fast, and around 1 in 3 people with coronavirus don't have any symptoms.



**IF YOU GO OUT,  
YOU CAN SPREAD IT.  
PEOPLE WILL DIE.**

**STAY HOME › PROTECT THE NHS › SAVE LIVES**



# Business problem: industry revenue was at 8% of pre-covid levels

## PRE-COVID



Photo credit: Express)



## JUNE 2020



Photo credit: Voanews

# The ask: marketing strategy to bring customers back to the railway via an industry collaborative campaign





**The  
strategy**





## NEGATIVE SENTIMENT



Fear  
Unsafe



## NEGATIVE PERCEPTION



Busy trains  
No mask



## NEW TRAVEL HABITS



Working from home



## MODAL SHIFT



Train -> car

# Setting our campaign goals and KPIs



## SHORT-TERM

**Awareness**



Campaign Recall

**Engagement**



Propensity To Travel

**Short Term Revenue**



Return on investment



## LONG-TERM

**Long Term Revenue**



Modal Preference / shift

# Plan for the worst, but be ready for the unexpected

Go/no go  
criteria

Flexible  
media  
plans

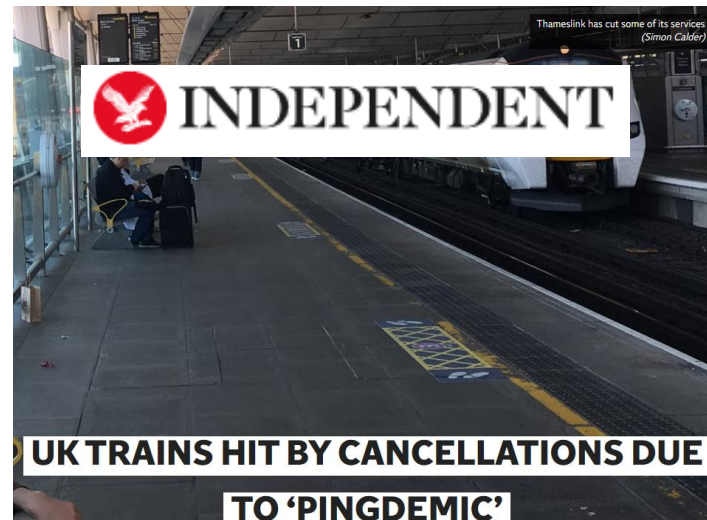
Constant  
stakeholder  
engagement

Planned  
multiple  
scenarios

## FINANCIAL TIMES

UK 'pingdemic' spreads as record 600,000 people told to self-isolate

Threat to food and fuel supplies prompts business leaders to call for quarantine restrictions to be loosened



**Know your  
audience**



# Broad audience breakdown

## BROAD AUDIENCE

NON-REJECTORS +  
LAPSED CUSTOMERS



## PRIMARY AUDIENCE



## SECONDARY AUDIENCES



We focused on our primary leisure audience and broke down into segments based on travel attitudes

Rail Delivery Group

Source: GB TGI 2020



**BIG WEEKENDERS**



**CULTURE VULTURES**



**DAY TRIPPERS**



**STAYCATIONISTS**



# The brief

# PROBLEM

NEGATIVE  
PERCEPTION & SENTIMENT



# INSIGHT

INDUSTRY INITIATIVES WERE NOT  
ENOUGH TO SHIFT PERCEPTION



# WHO

NON-RAIL REJECTORS +  
LAPSED CUSTOMERS



# TASK

SHIFT PERCEPTION  
TO POSITIVE

Reassurance to continue via our own National Rail channels plus, TOCs and Network Rail.





**Creative  
and Media**

## HUMAN NEED

Re-connection



## STRATEGIC SOLUTION

Rail re-connects you with the people, places and things you love most



## GUIDING PRINCIPLES

Single, emotive and trust-building campaign

Distinctively rail

Appeal to all while leverage segments

Masks + covid safety measures

Equal, diverse and inclusive cast and represent Britain

The campaign: distinctive to rail and visually emotive



Let's get back on track

[nationalrail.co.uk](https://nationalrail.co.uk)



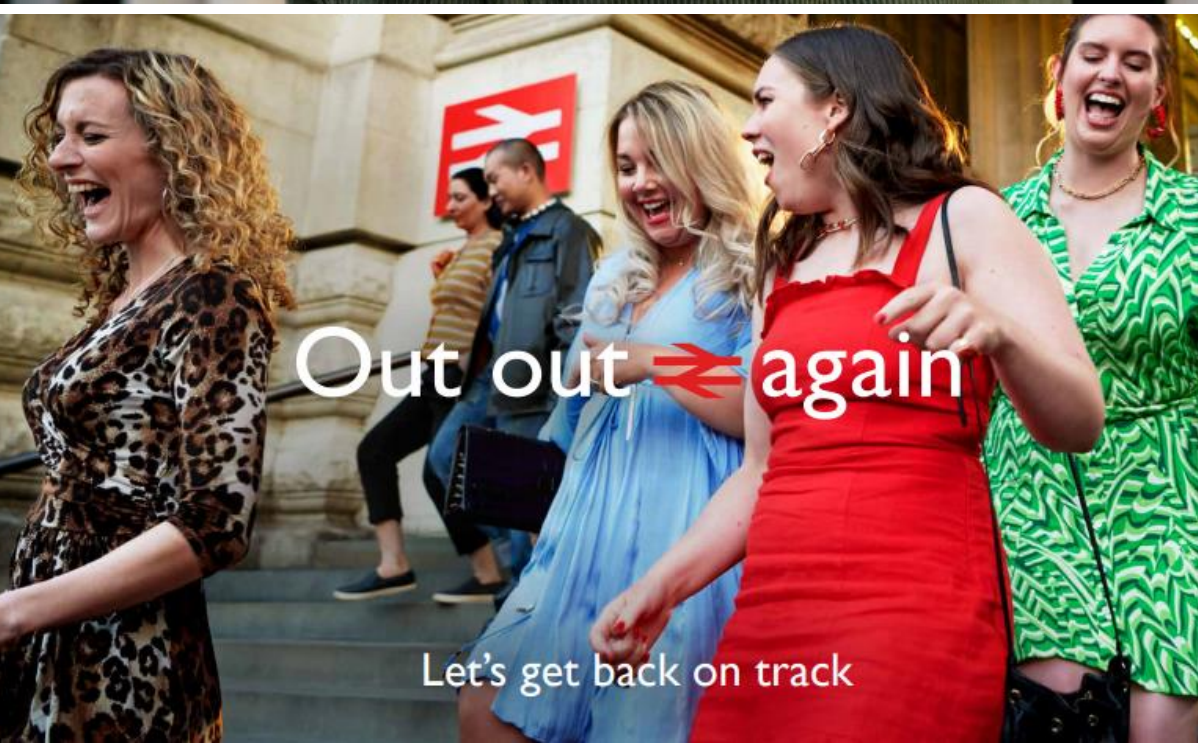
Together  $\Rightarrow$  again

Let's get back on track



Explore  $\Rightarrow$  again

Let's get back on track



Out out  $\Rightarrow$  again

Let's get back on track



Family  $\Rightarrow$  again

Let's get back on track

**Objective:** get people back onto the trains

**Creative Platform:** Let's get back on track

**Comms challenge:** make train the obvious choice for leisure



Set the stage to inspire trust



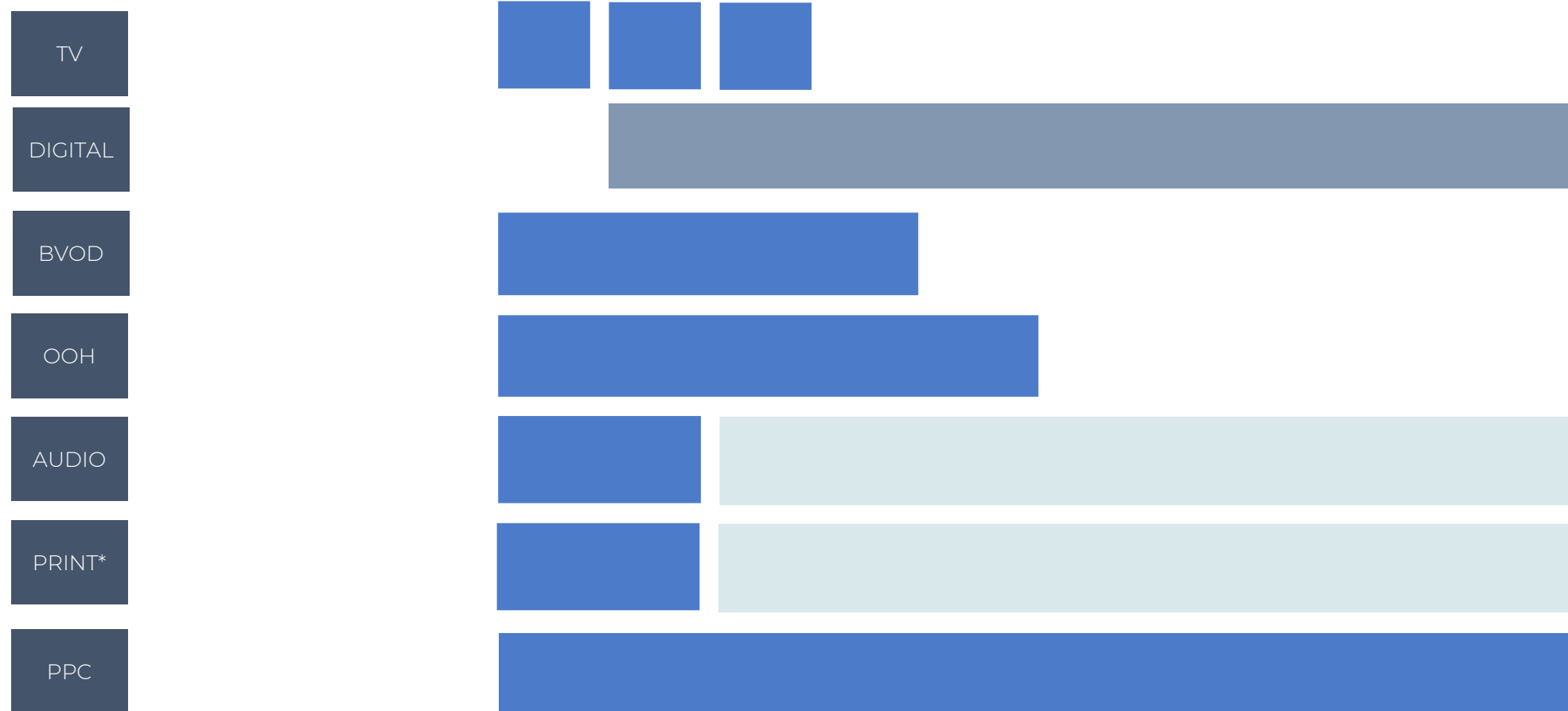
Tailor messaging to maximise relevance



Target moments when travel is front-of-mind

# Summary of the paid media plan

AUGUST					SEPTEMBER				OCT			
2 <sup>ND</sup>	9 <sup>TH</sup>	16 <sup>TH</sup>	23 <sup>RD</sup>	30 <sup>TH</sup>	6 <sup>TH</sup>	13 <sup>TH</sup>	20 <sup>TH</sup>	27 <sup>TH</sup>	4 <sup>TH</sup>	11 <sup>TH</sup>	18 <sup>TH</sup>	25 <sup>TH</sup>



Universal
Leisure
Both

*\*Both' line here relates to Digital Newsbrands, Universal and Leisure are print insertions*

# Campaign in situ



### TV

Seen by 34m



Date: 22/08  
Adults: 1,222,000



Date: 21/08  
Adults: 1,161,000



Date: 22/08  
Adults: 932,000

### PRINT

THE TIMES  
THE SUNDAY TIMES



77  
Insertions



### CONTENT ON DEMAND



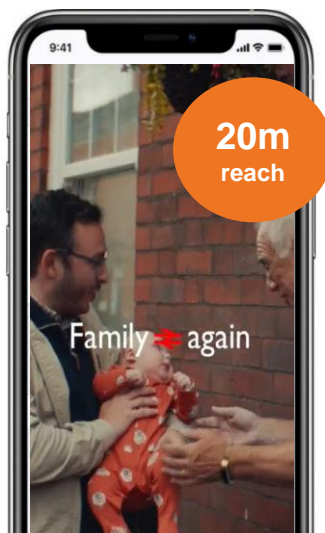
### DISPLAY BANNERS



### TIKTOK



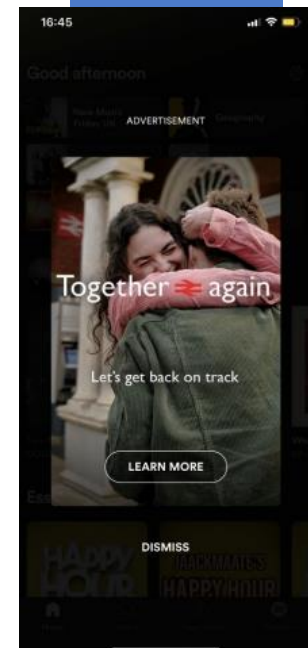
### INSTAGRAM & FACEBOOK



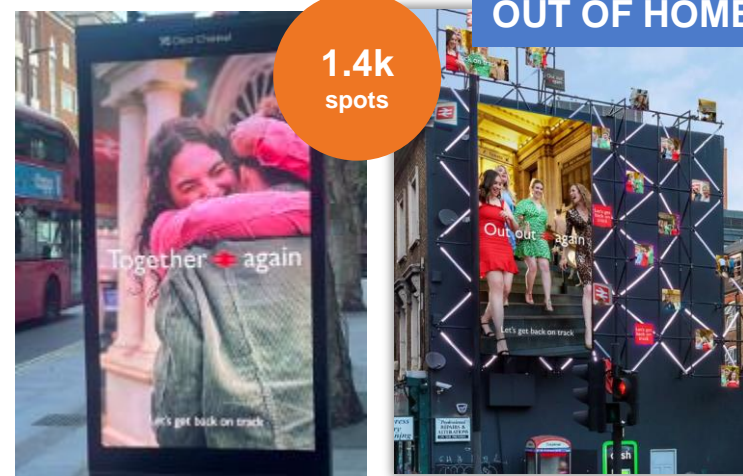
### 11 INFLUENCERS



### SPOTIFY



### OUT OF HOME





# Public Relations amplification



# Additional stories to encourage more train journeys through news media

**RDG to give away 12 'golden tickets'**  
The Rail Delivery Group is to give away 12 'golden tickets' to inspire workers to take time off to visit loved-ones again. The contest follows a Rail Delivery Group poll showing a quarter have taken no annual leave this year. To enter visit the 'backtrack' National Rail website. Winners will receive a year's free rail travel in Britain.

**METRO**  
**Just the ticket! Rail prizes set to get us back on track**  
Train operators are giving away 12 'golden tickets' to inspire workers to take time off to visit loved-ones again. The contest follows a Rail Delivery Group poll showing a quarter have taken no annual leave this year. To enter visit the 'backtrack' National Rail website. Winners will receive a year's free rail travel in Britain.

**ADVENTURER BEN FOGLE EXPLAINS WHY HE'S ON TRACK FOR A BRITISH STAYCATION SUMMER**

**Train firms on track to offer 'golden ticket' prize**  
TRAIN OPERATORS are giving away 12 'golden tickets' to inspire workers to take time off to visit loved-ones again. The contest follows a Rail Delivery Group poll showing a quarter have taken no annual leave this year. To enter visit the 'backtrack' National Rail website. Winners will receive a year's free rail travel in Britain.

**DAILY Mirror**  
**Beat burnout with a golden ticket for rail**  
BY NEIL LANCEFIELD  
TRAIN operators are giving away 12 'golden tickets' to inspire workers to take time off. Lucky winners will be entitled to free rail travel across Britain for a year. A survey for industry

**YORKSHIRE POST**  
**Have a rail good time for a year**  
By Neil Lancefield  
FREE rail travel is up for grabs to encourage people to take time off. Train operators are giving away 12 'golden tickets' to inspire workers to take a day off to visit the people and places they have missed during the pandemic. It comes after a poll found a quarter of rail workers do not use their annual leave this year.

**MarketingWeek**  
Everything that matters this morning  
Good morning and welcome to Marketing Week's round-up of the news that matters in the marketing world today.

**Let's get back on track**  
The rail industry has launched a new campaign to encourage people to take time off to visit loved-ones again. The aim is to drive a recovery in the rail industry.

**Good Morning Britain**  
The rail industry has launched a new campaign to encourage people to take time off to visit loved-ones again. The aim is to drive a recovery in the rail industry.

**INDEPENDENT**  
**ADVENTURER BEN FOGLE EXPLAINS WHY HE'S ON TRACK FOR A BRITISH STAYCATION SUMMER**

**PR WEEK**  
The rail industry has launched a new campaign to encourage people to take time off to visit loved-ones again. The aim is to drive a recovery in the rail industry.

**campaign**  
**'Let's get back on track': rail industry tries to get people moving**

**EXPRESS**  
Today the rail industry unveils a national marketing campaign which celebrates rail's role in connecting people to the places and things they love the most. Explore again. Daydream again. Together again - rail is the easiest way to reconnect to the people, places and things you love the most.

**Just the ticket...**  
ARTIST Claire Follet adds the finishing touches to a 'Golden Ticket' created for the rail industry's new campaign, which aims to encourage people to take time off to visit loved-ones again. The campaign encourages people to take the most of their time off with a trip for train by encouraging one and highlighting the role rail plays in connecting the public to the people, places and things they love the most.

**Manchester Evening News**

**RailBusinessDaily**

**BBC RADIO**  
**DAILY EXPRESS**

**Reach more people with this video**  
You could reach up to 500 people daily by boosting your video for £14.

**Golden Ticket**  
Win a year of free rail travel

**BBC RADIO 5 live**

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# Collaboration & amplification

# A true collaboration



# How we amplified the campaign across the industry

## TOOLKIT

- Social images,
- YouTube link ad
- Press release
- Example copy for social and emails

## CREATIVE ALIGNMENT





**Results**

# Campaign Tracking Research



100% pre-covid



**If you only  
take one thing away**

**AUTHENTICITY**  **RELEVANCY**





Let's get back on track

[nationalrail.co.uk](https://nationalrail.co.uk)