



**A greener future
one train journey
at a time**

Campaign Guidelines



Campaign structure

Key goal

Inspire at least one more train journey

Campaign task

Inspiring people to use the network for at least one trip on a clean, green train while making existing passengers feel good that they're already doing the right thing

Audience

Gen Z - extremely environmentally motivated infrequent rail users (18-26) and Conscious Considerers - environmentally aware non-rail users (55-74)

Channels

Paid media channels:

Out of Home
Spotify audio
Gum Gum

Owned media channels:

Social media
Online
Station collateral

Dates

Paid media live from 17 April - 14 June

Messages

A greener future / Cleaner air one train journey at a time

Sustainability Campaign Strategy

Problem

Our audiences see climate change as a cause for concern, however, this doesn't always translate into behaviour change. When it comes to choosing transport, green credentials are low on the list of factors that come into decision making

Strategic solution

Align with Nothing Beats Being There campaign in inspiring people with credible, believable and crucially - well substantiated environmental messages that demonstrate the impact of taking just one more trip by train

This campaign visually aligns with the **Nothing beats being there** campaign.

Representing a broad and diverse range of people and places. Children, teens, pensioners and commuters of all shapes and skin colours - everyone is part of the rail family.

All images of people in the rail environments are depicted in very realistic and natural light. The whole campaign should feel low impact and overtly 'green'.



Messaging and tone of voice

...one train journey at a time

The voice of this campaign is honest, simple and optimistic. Research gave us a very strong direction around the messaging - a combination of a simple optimistic headline, underpinned with a single fact statement.

Amidst the wave of greenwashing messages in this area, it's important all fact statements are substantiated and critically, believable.

...one train journey at a time is the simplest ask we can make. We're targeting infrequent and non-rail users so we're keeping the call to action singular, but evidencing the impact of this action to promote positive sentiment around the environmental credentials of the rail network.

The components

Campaign lines

A greener future /
Cleaner air
one train journey
at a time

Campaign typeface

Cabin
Semibold
Semibold Italic
Regular

Messaging sets

Fact statements
and substantiation

Double arrow symbol



Layout creation

Campaign toolkit assets

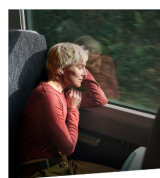
Cleaner air
one train
journey
at a time

Just one train can take up to 500 cars off the road, improving air quality in our communities. Thank you for taking the train.



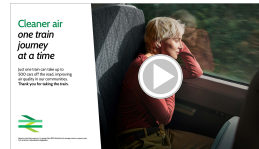
A greener future
one train journey
at a time

Choosing the train instead of the car will save you money and help you save the world. Thank you for taking the train.



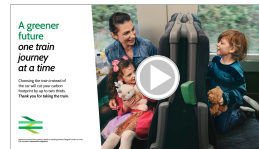
Cleaner air
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one train
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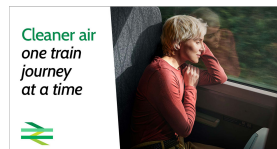


A greener future
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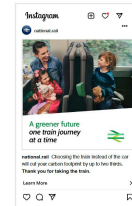
Choosing the train instead of the car will save you money and help you save the world. Thank you for taking the train.



A greener future
one train journey
at a time



Cleaner air
one train journey
at a time



Instagram

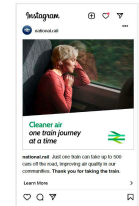
@seaboard-air



A greener future
one train journey
at a time

seaboard-air Choosing the train instead of the car will save you money and help you save the world. Thank you for taking the train.

Learn More



Instagram

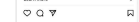
@seaboard-air



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seaboard-air Just one train can take up to 500 cars off the road, improving air quality in our communities. Thank you for taking the train.

Learn More



Campaign typeface

The campaign typeface is Cabin. It is friendly and gives a nod to the traditional British Railway typeface and has a clean feel which resonates confidence.

Most communication should be sentence case. The headline weight used is Semibold, with Semibold Italic as the second line, the size is adjusted to be visually the same as the top line. The fact statement is regular with the passenger thank you message in semibold. The substantiation small print should be regular with the CTA URL in semibold.

Our kerning is set between 16pts and 20pts, with a horizontal scale of 105%. The kerning parameters should allow for all dimensions where they type does not extend past margins, nor does it have any widows.

Cabin is a font that is universally compatible across all digital media. This means no matter the format, consumers will see the correct font.

Cabin typeface

Semibold green
Semibold Italic

Regular

Regular

Green:

CMYK: 85 20 87 5

RGB: 4 138 75

Hex: #048a4b

Campaign typeface: **messaging sets**

A greener future
one train journey
at a time

Choosing the train instead of the car will cut your carbon footprint by up to two thirds.
Thank you for taking the train.

Based on emissions from a petrol or diesel car travelling between Glasgow-London vs a train.
Full calculation: [nationalrail.co.uk/greener](https://www.nationalrail.co.uk/greener).

Cleaner air
one train journey
at a time

Just one train can take up to 500 cars off the road, improving air quality in our communities.
Thank you for taking the train.

Based on total train seats on a 9-carriage Class 800 divided by the average car/van occupancy rate.
Full calculation: [nationalrail.co.uk/greener](https://www.nationalrail.co.uk/greener).

Double arrow

The Double Arrow device is the national symbol for the rail network and is a key part of our campaign.

We use this symbol in green.

The layout is dependent on the format of the asset. When the headlines and white box are on the left, the double arrows are in the bottom left corner.

With portrait format, the double arrow is in the bottom right corner.



Layout creation


Here is an example of a digital 6 Sheet.

Our images occupy the upper section of our posters.

They bleed off at the top and have dynamic angular crops at the bottom (4°).

Our messages occupy the bottom section of the posters. They are set in white space, allowing for greater legibility whilst keeping the posters clean and modern.


Our headlines have been designed to work across two or more lines.



**A greener future
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the car will cut your carbon
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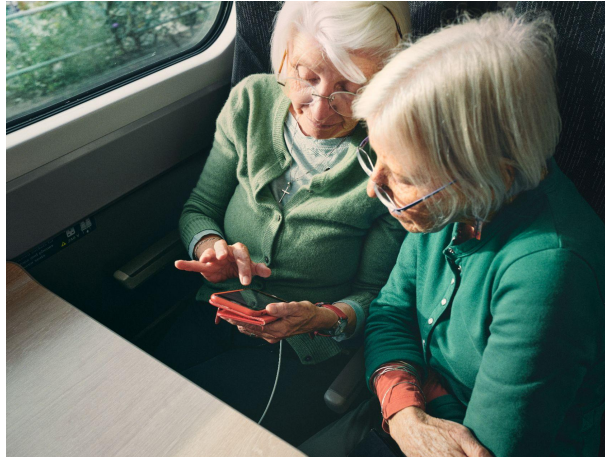
Based on emissions from a 1000 mile car journey for 2 people. Single London to Paris.
For details visit www.rail.gov.uk



Based on a 10 part grid, the image occupies at least 5/10ths, up to 6/10ths of the grid, with the 4° crop at the bottom (portrait) or right (landscape).

The double arrows is shown in the bottom corner. The orientation of the layout will dictate how it appears.

Campaign images



The top two images are used across the paid media assets. The bottom two are used across owned/ TOC assets



To help TOCs engage with the campaign and post within BAU activity all TOCs can access the sustainability campaign assets, including editable artwork [here](#)

These assets can be used across any owned TOC channels (social, web, CRM etc.)

The web landing page for this campaign is: nationalrail.co.uk/greener

Campaign assets

OOH / Screens Static and Motion

Static OOH

Assets are available for digital screens at the following specs

D6 & Totems - 1080x1920px




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Cleaner air
one train journey at a time

Just one train can take up to 500 cars off the road, improving air quality in our communities. Thank you for taking the train.




Based on total train seats on a 3-carriage Class 800 divided by the average coach occupancy rate. Full calculation: nationalrail.co.uk/greener.

Landscape screens - 1920x1080px




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Motion OOH


Motion assets are available for digital screens at the following specs

Portrait screens - 1080x1920px

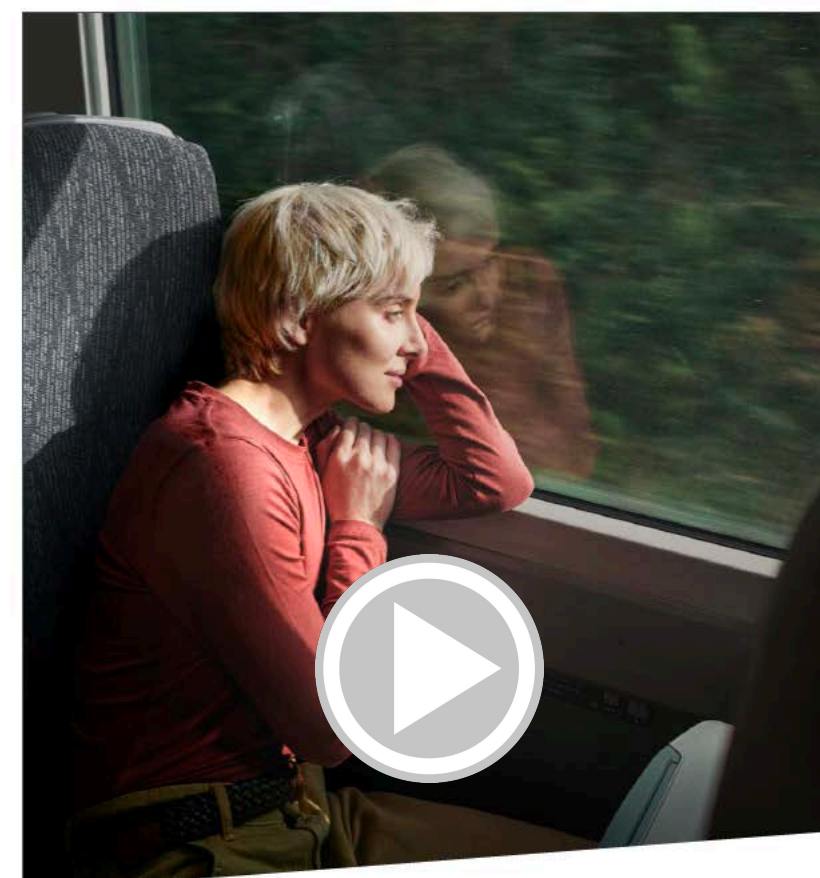


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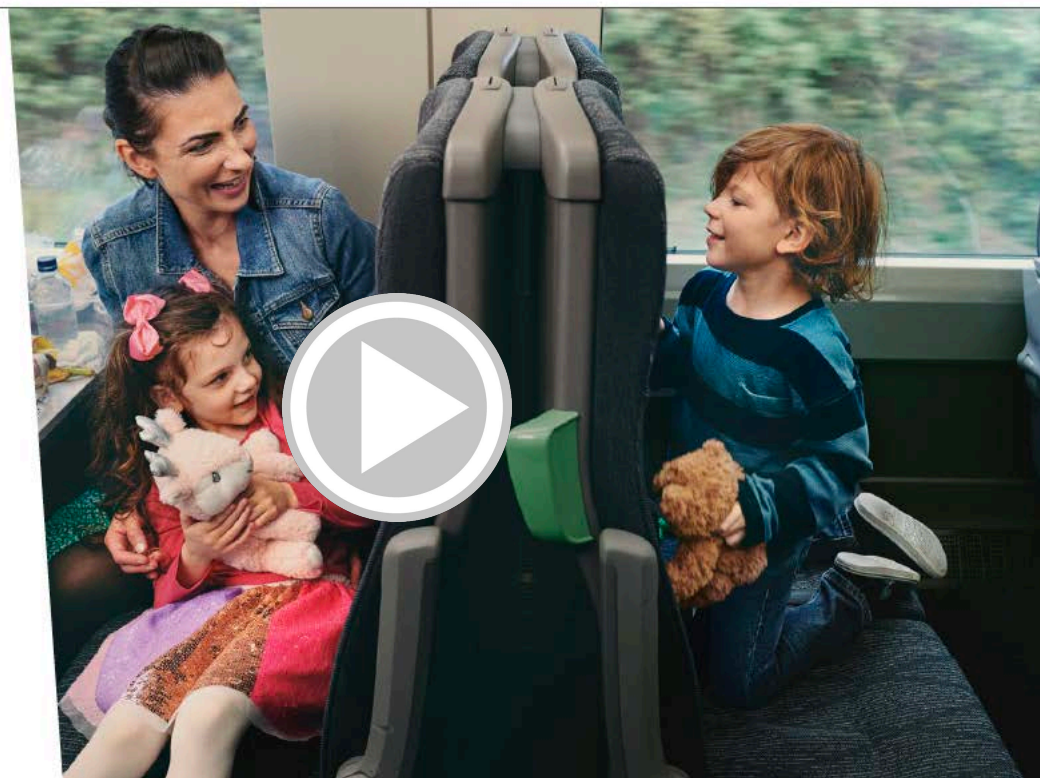
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Landscape screens - 1920x1080px




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Social


Social


Instagram 1080x1080px




Instagram    





 national.rail








A greener future
*one train journey
at a time* 


national.rail Choosing the train instead of the car will cut your carbon footprint by up to two thirds. **Thank you for taking the train.**


[Learn More](#) 


Instagram    





 national.rail



Cleaner air
*one train journey
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national.rail Just one train can take up to 500 cars off the road, improving air quality in our communities. **Thank you for taking the train.**

[Learn More](#) 

Social

Instagram Stories 1080x1920px



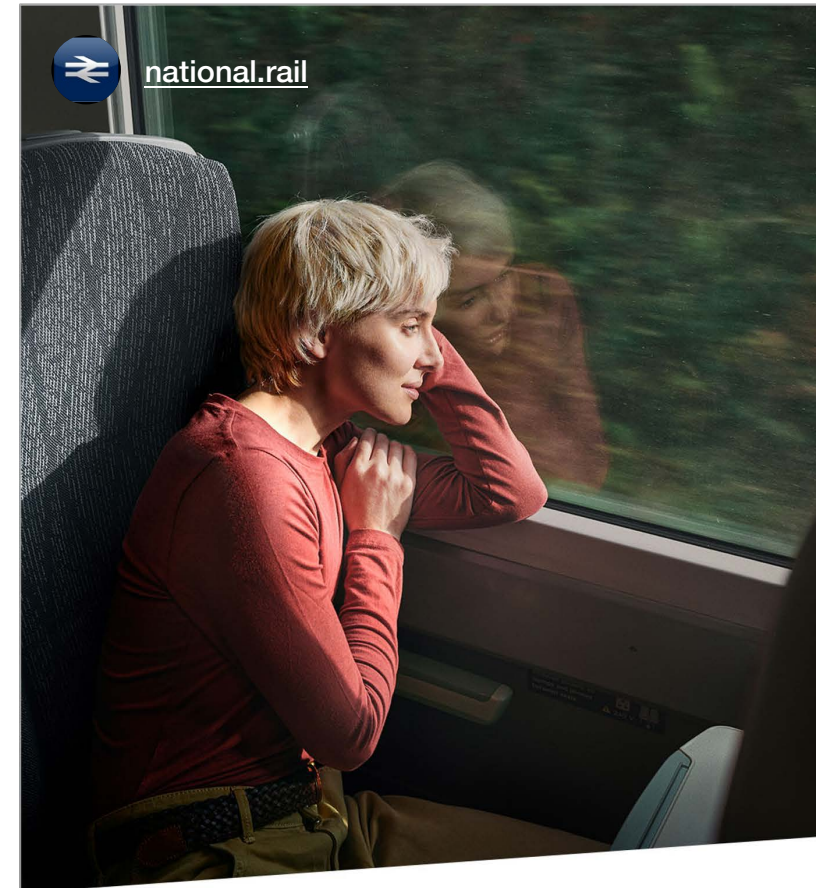
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one train journey
at a time



Learn more



See more



Cleaner air
one train journey
at a time



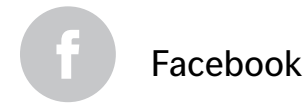
Learn more




See more

Social

Facebook 1280x720px








Facebook


 national.rail ⋮

Choosing the train instead of the car will cut your carbon footprint by up to two thirds. **Thank you for taking the train.**

A greener future
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 Like  Comment  Share

 national.rail ⋮

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Cleaner air
one train journey at a time






 Like  Comment  Share

Social

Twitter 1200x675px









Twitter




 national.rail  @national.rail • 1hr 

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A greener future
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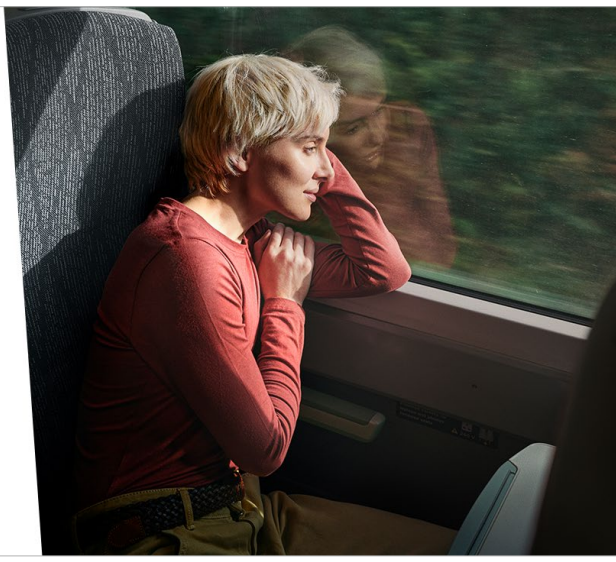







 1  4  8 

 national.rail  @national.rail • 1hr 

Just one train can take up to 500 cars off the road, improving air quality in our communities. **Thank you for taking the train.**

Cleaner air
one train journey at a time



 1  4  8 

Social

LinkedIn 1200x675px



national.rail

national.rail Choosing the train instead of the car will cut your carbon footprint by up to two thirds. **Thank you for taking the train.**



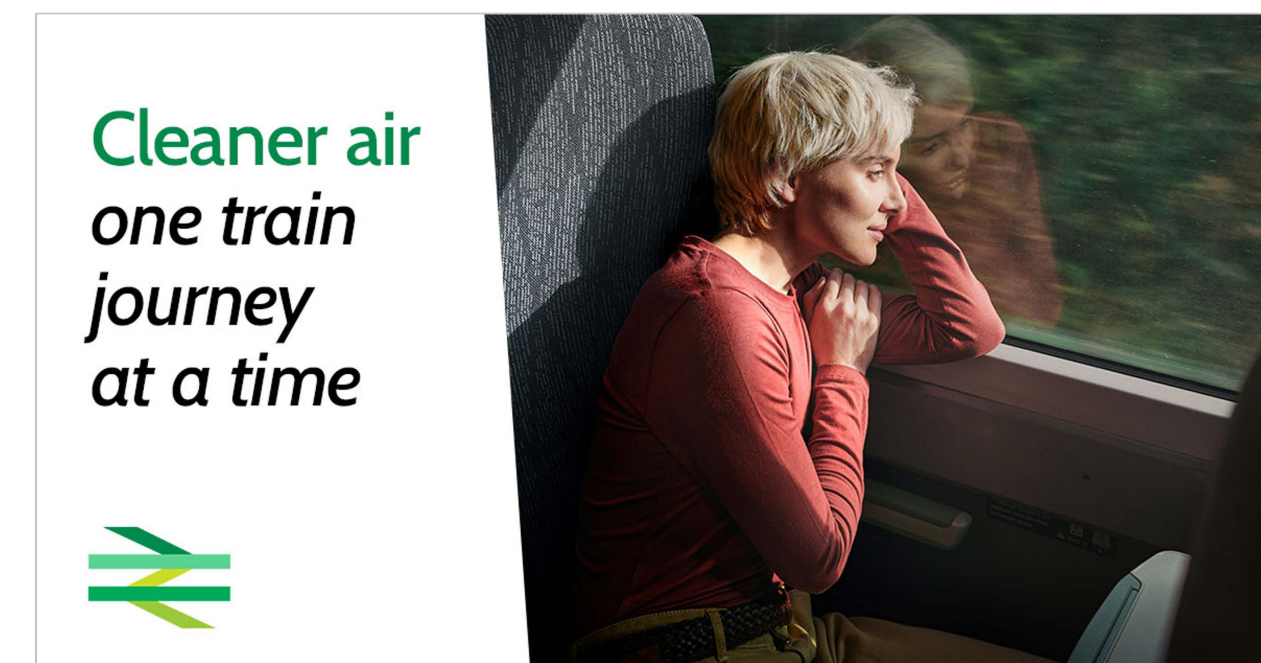
6

Like Comment Repost Send



national.rail

national.rail Just one train can take up to 500 cars off the road, improving air quality in our communities. **Thank you for taking the train.**



6

Like Comment Repost Send

Online

Online

Image assets have been
supplied at the following size:

Digital header - 1200x400px



Posters

In-station posters

Poster assets have been supplied at the following specs:

- A1
- A2
- A3
- A4
- Double Royal (635x1016mm)



A greener future *one train journey at a time*

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Cleaner air *one train journey at a time*

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On-board posters

Landscape - 594x240

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A greener future
one train journey at a time

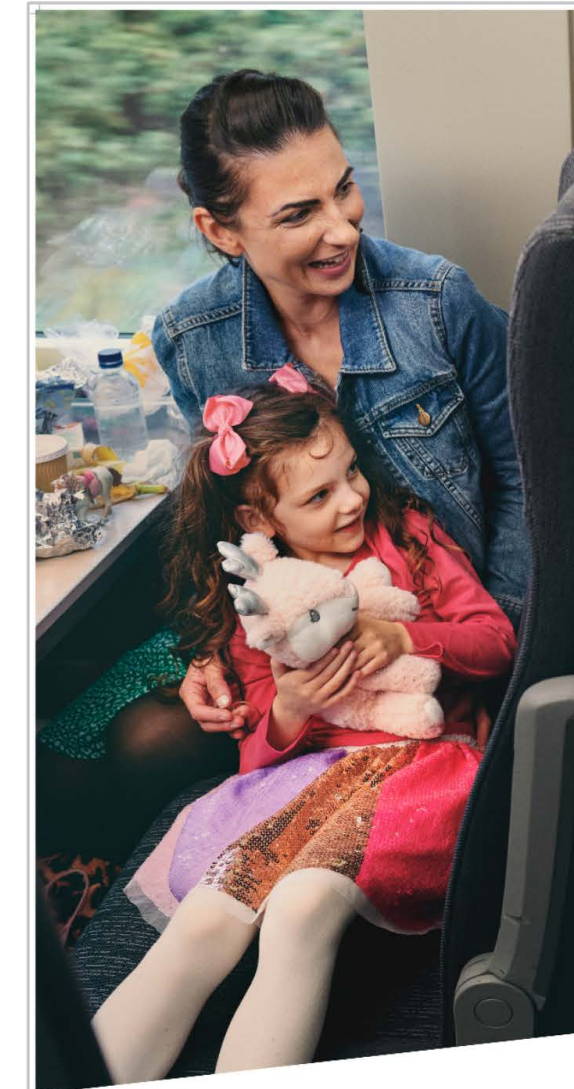
Choosing the train instead of the car will cut your carbon footprint by up to two thirds.
Thank you for taking the train.



Based on emissions from a petrol or diesel car travelling between Glasgow-London vs a train. Full calculation: nationalrail.co.uk/greener.



Portrait - 440x1500

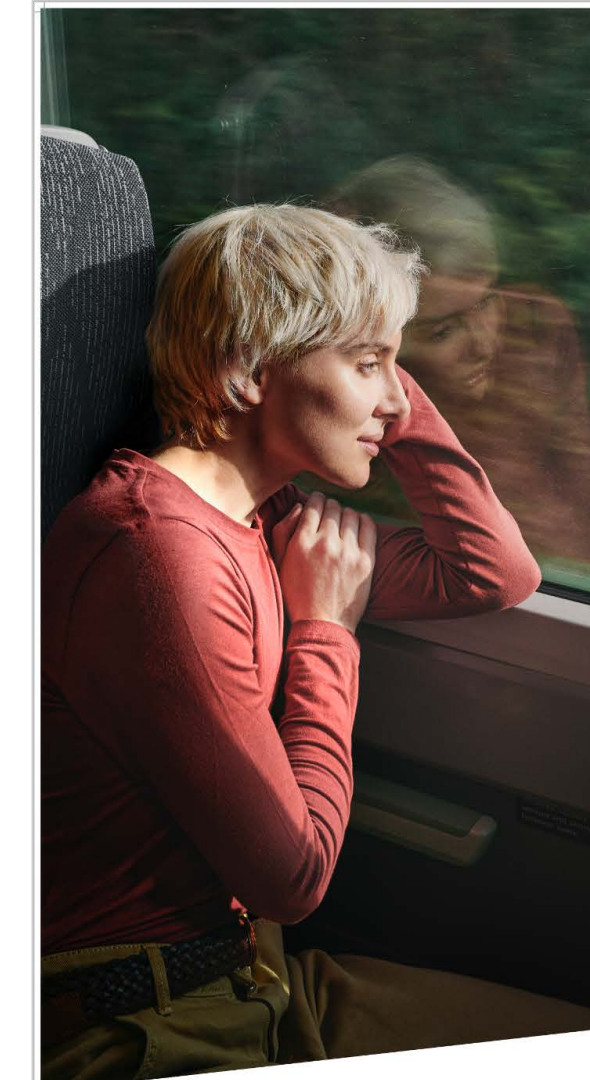


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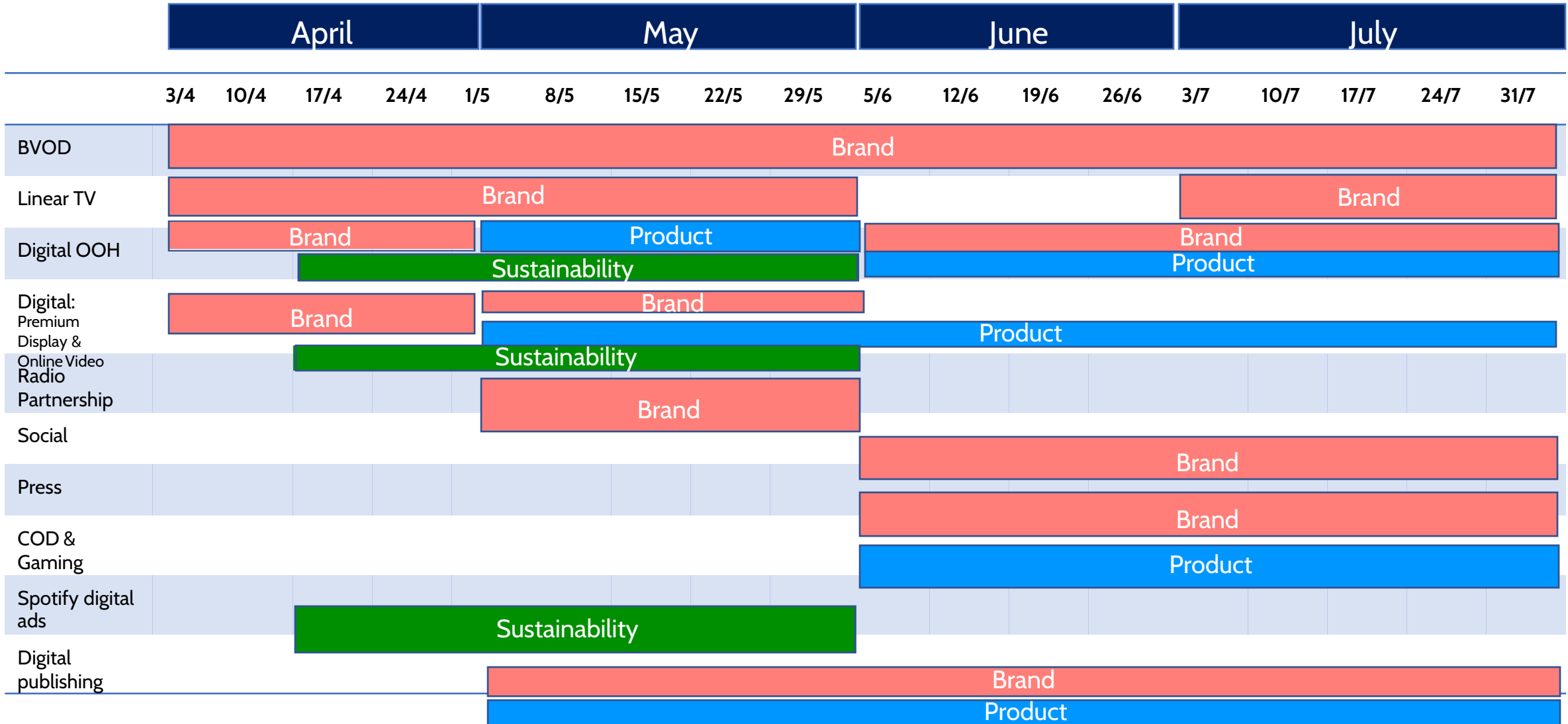


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Wider campaign overview and plans

Media laydown

Detailed media plans can be found [here](#)



A three tiered campaign

Sitting alongside the sustainability activity is RDG's 'Nothing Beats Being There' campaign. A big, bold celebration of doing. Whether it's talking face-to-face, working side-by-side or dancing cheek-to-cheek nothing beats seeing and experiencing the people, places and things you love in person.

It's a reminder of the immense value to be found in real life experiences. And that there is no better way to see it and experience it than by rail.

To bring the idea to life, we developed the campaign using a combination of directed scenes with talent, captured real life moments around the railway and user-generated content showing highly relatable moments of connection made possible by rail.



Inspiring a trip – the rail industry’s brand building activity

To give the industry's brand, national exposure this activity utilises the highest portion of spend to drive mass awareness.

Broadcast channels are used to showcase the breath of the country and the diversity of where rail can take you to 'inspire a trip'

TV,
TV on demand,
radio,
outdoor,

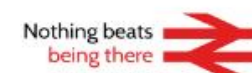
Digital media including;
social media and display banners (including dynamic)



Nothing beats
window seats



Nothing beats
inspiring them



Nothing beats
surprising them



At an affordable price – surfacing the everyday savings that are available by train

We're giving the key products a national presence to increase awareness.

- GroupSave
- Advance
- 2FOR1
- Flexi

The campaign will use cost-saving messaging and inspirational images to promote the value in rail and reduce the perception that train travel is expensive.

It will be promoted in key locations across the country, taking the seasonality of the products and product awareness into consideration.



London for less
when you go by train.

Book now >

T&Cs apply.

Nothing beats
being there 




Get the best deals on train tickets
when you **book in advance.**

Book now >

T&Cs apply.


Nothing beats
being there 



2FOR1 at over 300 attractions
when you go by train

Book now >

T & Cs apply.

Nothing beats
being there 



Flexi Season ticket for hybrid workers.

Book now >

T&Cs Apply. Valid for 28 days.


Nothing beats
being there 

In a sustainable way - Reminding people of the good choice they've made.

Developed by Network Rail within the single creative platform, the campaign will use Out of Home sites, Programmatic skins and Spotify digital ads to target Gen Z and Conscious Considerers.


We know that environmental drivers aren't first-priority factors for the majority of customers choosing rail, but we do know that people like to feel they're doing the right thing.

With that in mind our campaign is designed to validate rail's green credentials and thank those customers for choosing the train.

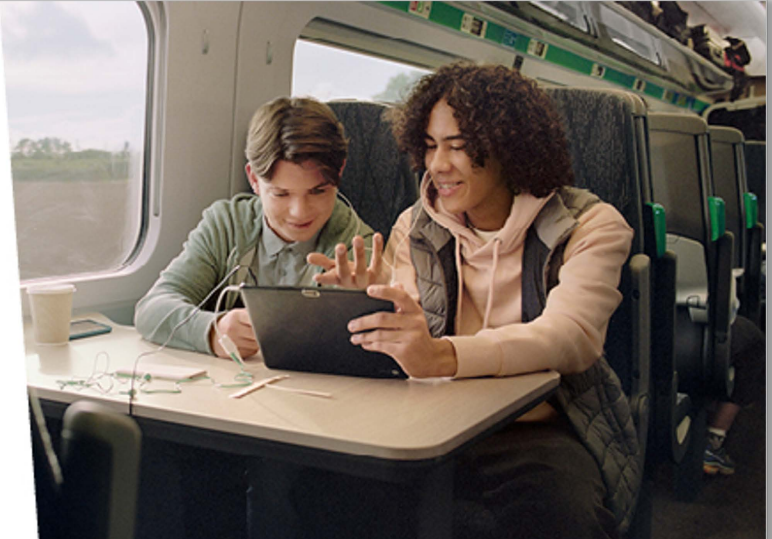


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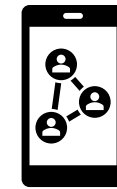
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Based on total train seats on a 9-carriage Class 800 divided by the average caravan occupancy rate. Full calculation: nationalrail.co.uk/greener.

Responding to negative commentary



Social Media

The following reactive lines are available for TOCs to use in response to any negative comments;

Rail passenger numbers have been hit hard since the pandemic and we are seeking to rebuild these numbers by inspiring travel by train.

Building passenger numbers is essential to ensuring that our railways are financially sustainable. We are encouraging more people to use rail as it's a more sustainable mode of travel which also boosts businesses that benefit from customer footfall.

Our ad campaign hopes to support rail's long-term future. During periods of industrial action, we stand-down this activity where possible.

Services disrupted by strike action are extremely frustrating for our customers. We hope to help customers plan journeys outside of these periods by checking journey planners on www.nationalrail.co.uk to find alternative route options.

We recommend keeping comments switched on to any posts related to the campaign to ensure that customers feel heard.