

OFFICIAL

World Cup Final

In-station and social media content plan

Comms plan

Working with the Rail Delivery Group, we've created assets to use in the lead up to the World Cup Final on Sunday 20 August between England and Spain. We've also prepared content in the event England wins.

The National Comms team will coordinate content on in-station OIS.

The National Property Comms team has partnered with JC Decaux to show our congratulatory message in stations in England on Monday and Tuesday in the event of a Lionesses win.

This pack outlines when and where to use the relevant content.

You can find all the content to download here -

<https://www.networkrailcampaigns.co.uk/womens-world-cup-2023/>

In station content plan

	Message	Creative	OIS information screens (c.68)	Local station totems (D6)
1	<p>Good luck Lionesses</p> <p>To be used Saturday 19 and Sunday 20 August (to come down by 14.00)</p> <p>Only to be used in stations in England</p>		✓	✓
2	<p>It's coming home departure board</p> <p>To be used Sunday 20 August (to come down by 14.00 if the Lionesses lose)</p> <p>Only to be used in stations in England</p>			✓

In-station content plan

	Message	Creative	OIS informa tion screens (c.68)	Local station totems (D6)	Double Royal Poster
3	<p>Congratulations Lionesses</p> <p>To be used on Sunday 20 August IF the Lionesses win (post game, by 14.00)</p> <p>Only to be used in stations in England</p>		✓	✓	
4	<p>Travelling to the England Victory Parade on Tuesday 22 August? Stations in central London are expected to be busy, so please plan ahead.</p> <p>To be used on Monday 21 and Tuesday 22 August IF the Lionesses win</p> <p>Only to be used in stations in England</p>		✓	✓	✓



Station announcement

If the Lionesses win on Sunday the below announcement can be used in stations



[Click here to listen](#)

Social media content plan

All social content is available for Instagram, Twitter, Facebook/LinkedIn

	Social content	Creative
1	<p>Good luck @Lionesses! #FIFAWWC</p> <p>Can be used Saturday 19 and Sunday 20 August</p> <p>Feel free to add emojis – England flag, football, lion, etc</p>	 <p>The creative for 'Good Luck Lionesses' is a square graphic with a blue border. It features a large red lioness silhouette on the left. In the center, a player in a green and white kit is shown in action. On the right, a fan is shown with their face painted in the colors of the England flag. The text 'GOOD LUCK LIONESSES' is prominently displayed in the center. Logos for Network Rail and National Rail are visible in the top right and bottom left corners, respectively.</p>
2	<p>Well done and congratulations @Lionesses!!! #FIFAWWC</p> <p>Can be used Sunday 20 August if the Lionesses win</p> <p>Feel free to add emojis – England flag, football, lion, etc</p>	 <p>The creative for 'Congratulations Lionesses' is a square graphic with a blue border. It features silhouettes of the Lionesses team members at the bottom. The background is filled with yellow and orange confetti. The text 'CONGRATULATIONS LIONESSES' is prominently displayed in the center. Logos for Network Rail and National Rail are visible in the top right and bottom left corners, respectively.</p>

Social media content plan

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	Social content	Creative
3	<p>The @Lionesses have a ticket to ride! It's coming home!!!</p> <p>Can be used Sunday 20 August if the Lionesses win</p> <p>Feel free to add emojis – England flag, football, lion, etc</p>	
4	<p>Travelling to the England Victory Parade on Tuesday 22 August? Stations in central London are expected to be busy, so please plan ahead. https://www.nationalrail.co.uk/</p> <p>To be used on Monday 21 and Tuesday 22 August IF the Lionesses win</p> <p>Feel free to add emojis – England flag, football, lion, etc</p>	