

Euros 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 Euro2025 final on Sunday 27 July 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 in NR managed stations.

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




You can find all the content to download here –
www.networkrailcampaigns.co.uk/womens-euros-final-2025/

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 26 and Sunday 27 July (to come down by 18.00)</p> <p>Only to be used in stations in England</p>		✓	✓

In-station content plan – England wins

OFFICIAL

	Message	Creative	OIS informatio n screens (c.68)	Local station totems (D6)	Double Royal Poster
2	<p>Congratulations Lionesses</p> <p>To be used on Sunday 27 July IF the Lionesses win (post game, by 21.00)</p> <p>Only to be used in stations in England</p>		✓	✓	
3	<p>It's coming home departure board</p> <p>To be used on Sunday 27 July IF the Lionesses win (post game, by 21.00)</p> <p>Only to be used in stations in England</p>			✓	
4	<p>Travelling to the England Victory Parade on Tuesday 29 July? Stations in central London are expected to be busy, so please plan ahead.</p> <p>To be used on Monday 28 and Tuesday 29 July IF the Lionesses win</p> <p>Only to be used in stations in Central London.</p>		✓	✓	✓


Social media content plan

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

	Social content	Creative
1	<p>Good luck @Lionesses! #WEURO2025</p> <p>Can be used Saturday 26 and Sunday 27 July</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 white lioness silhouette on the left. Inside the silhouette, a female football player in a green and white kit is shown in action. To the right of the lioness, the text 'GOOD LUCK LIONESSES' is written in bold, red and blue capital letters. In the bottom right corner, there is a circular inset showing a close-up of a fan's face with white face paint and a red and white striped scarf. The Network Rail logo is in the top right corner, and the National Rail logo is in the bottom left corner.</p>
2	<p>Well done and congratulations @Lionesses! #WEURO2025</p> <p>Can be used Sunday 27 July 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 a row of colorful silhouettes of the Lionesses team at the bottom. Above them, the text 'CONGRATULATIONS LIONESSES' is written in bold, red and blue capital letters. The background is white with scattered gold confetti. The Network Rail logo is in the top right corner, and the National Rail logo is in the bottom left corner.</p>

Social media content plan

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

	Social content	Creative
3	<p>The @Lionesses have a ticket to ride! It's coming home! #WEURO2025</p> <p>Can be used Sunday 27 July 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 29 July?</p> <p>Stations in central London are expected to be busy, so please plan ahead:</p> <p>https://www.nationalrail.co.uk/</p> <p>#WEURO2025</p> <p>To be used on Monday 28 and Tuesday 29 July IF the Lionesses win</p> <p>Feel free to add emojis – England flag, football, lion, etc</p>	