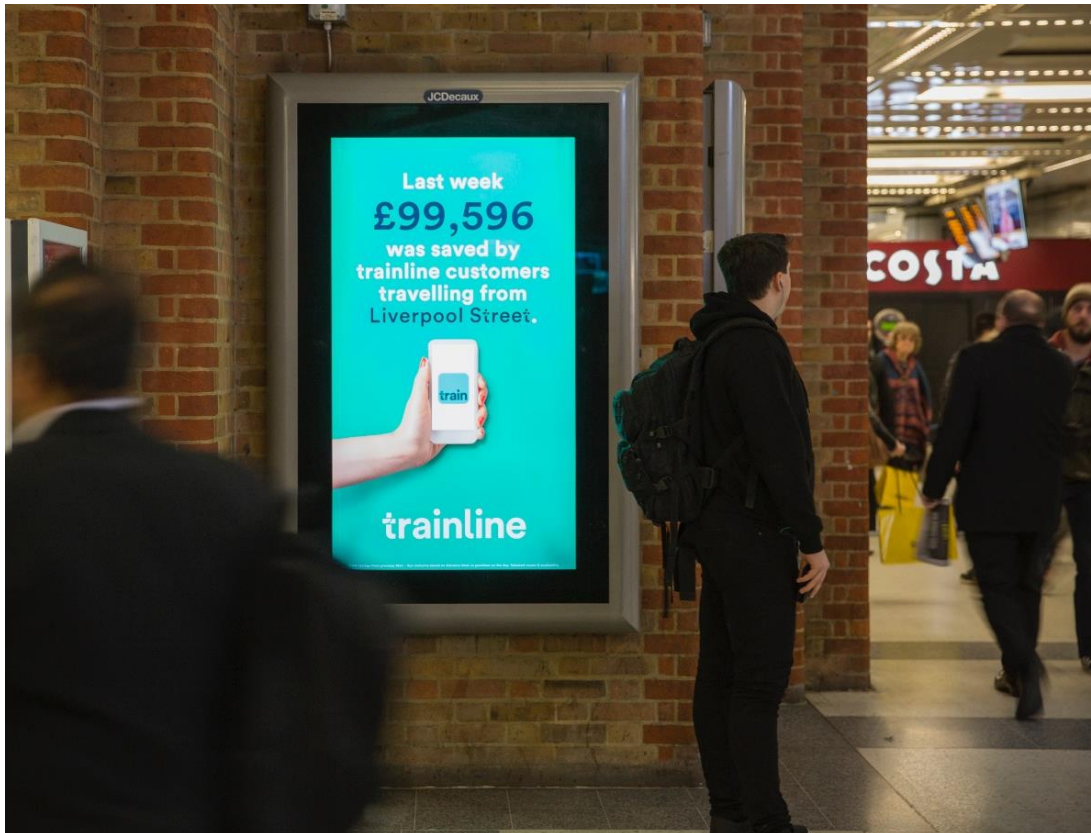


CASE STUDIES

TRAINLINE

TEST 1



London Liverpool Street
Dynamic & Animated

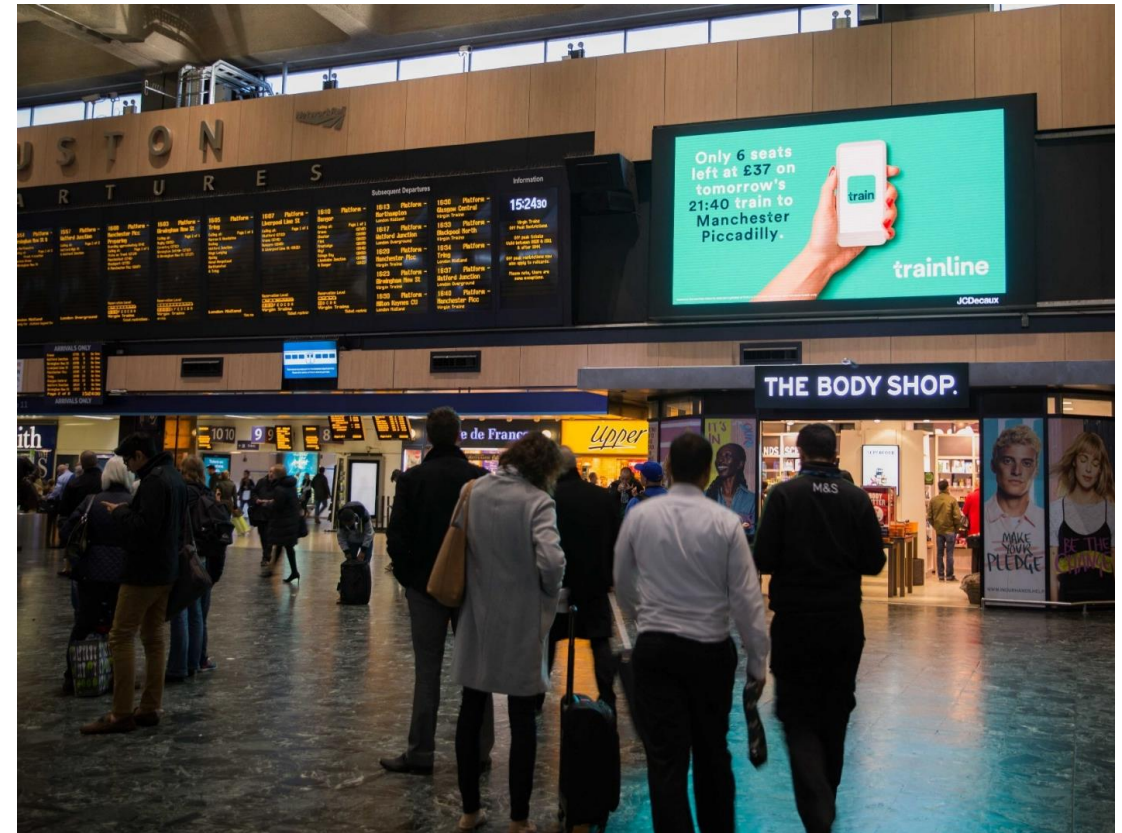


London Victoria
Static Digital & Paper

TEST 2



London King's Cross & St Pancras
Station Domination

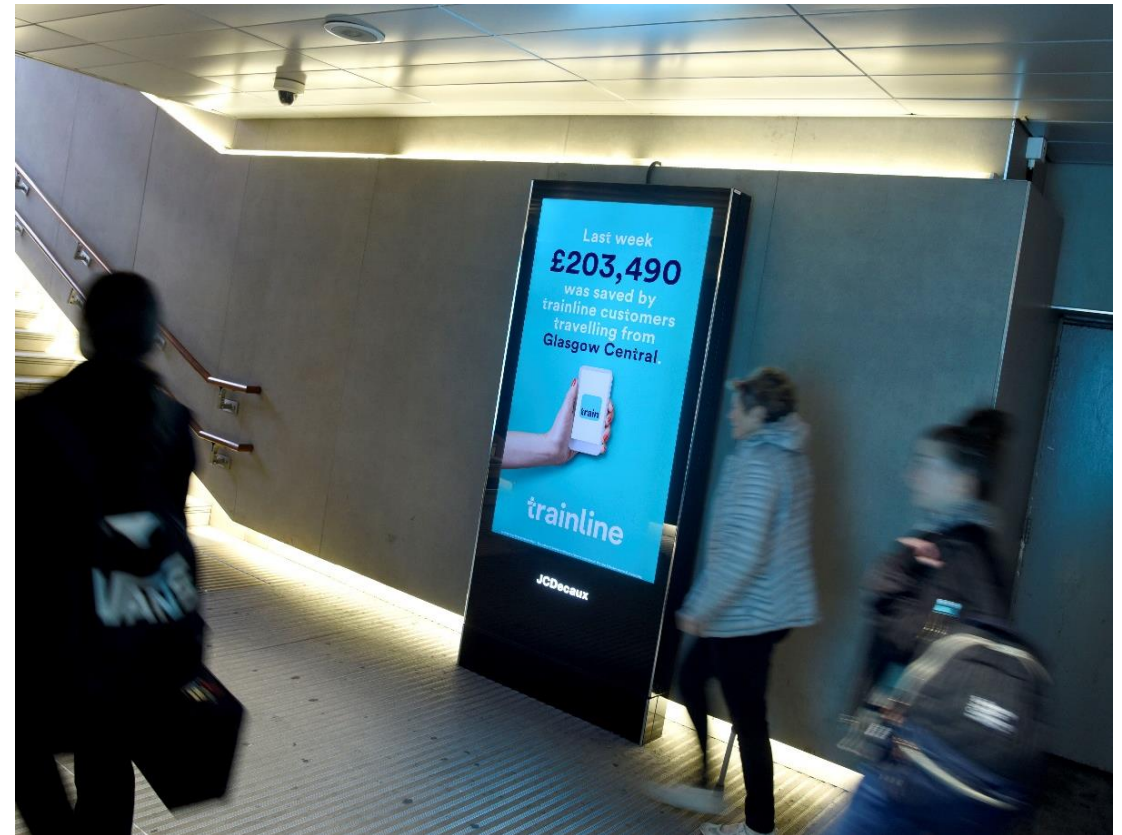


London Euston
Digital 6-sheets & Transvision

TEST 3



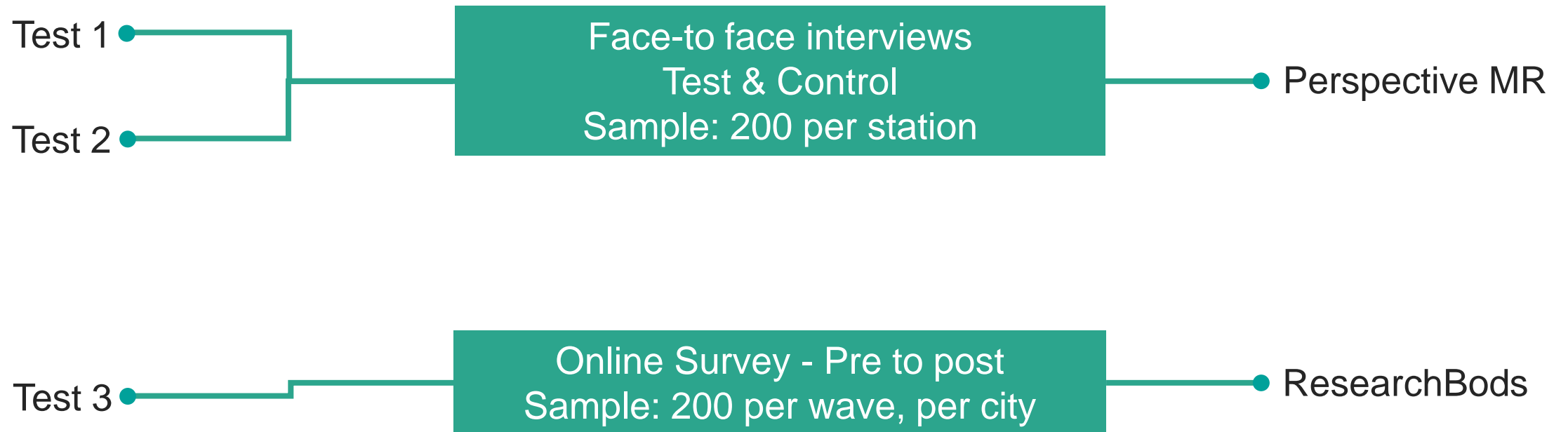
Edinburgh
Rail & Roadside



Glasgow
Rail Only

METHODOLOGIES

Suppliers:



CREATIVE - DYNAMIC



DYNAMIC MESSAGING – CURRENT RESEARCH



Theory

- ✓ Message Recall +53%
- ✓ Recommend +9%
- ✓ Consider buying +10%

Branding

- ✓ Ad Awareness +27%
- ✓ Talkability +43%
- ✓ Positive Perceptions +74%

Sales

- ✓ Core Products +8%
- ✓ Secondary Products +5%
- ✓ Increase in sales of suggested product

CREATIVES – NON DYNAMIC

Fantastic for
train tickets.



trainline

Tickets on
your phone.
Magic.



mobile tickets from
trainline

trainline
means
business.



trainline

Work hard,
book easy.



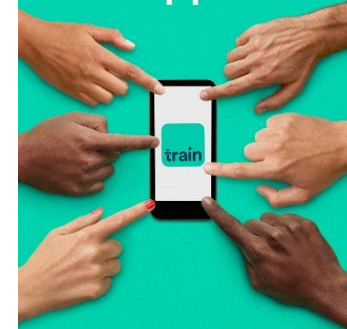
trainline

Early birds
save 43%.



trainline

The UK's
number 1 train
app.



trainline

Easy peasy
booking.



trainline

Awareness

E-ticket

Business 1

Business 2

Savings

Social Proof

Easy

TEST 1

Dynamic & Animated vs Static Digital

METHODOLOGY

25th – 30th Oct

London Liverpool Street

Dynamic & Animated

Face-to face interviews
Sample: 200
Conducted: In station

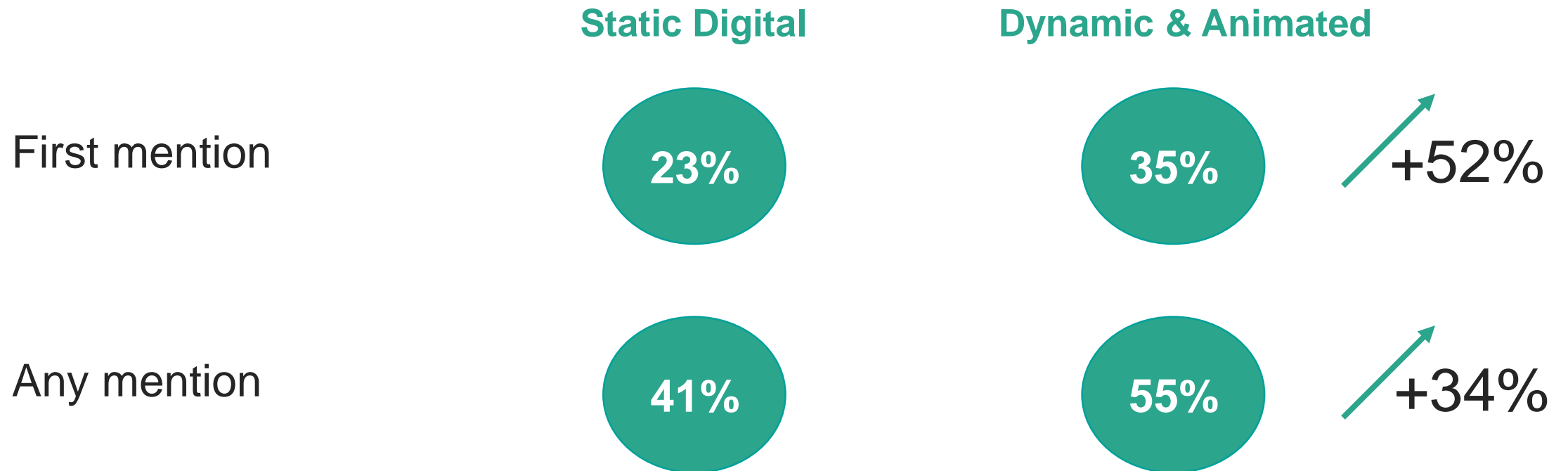
London Victoria

Static Digital & Paper

Face-to face interviews
Sample: 200
Conducted: In station

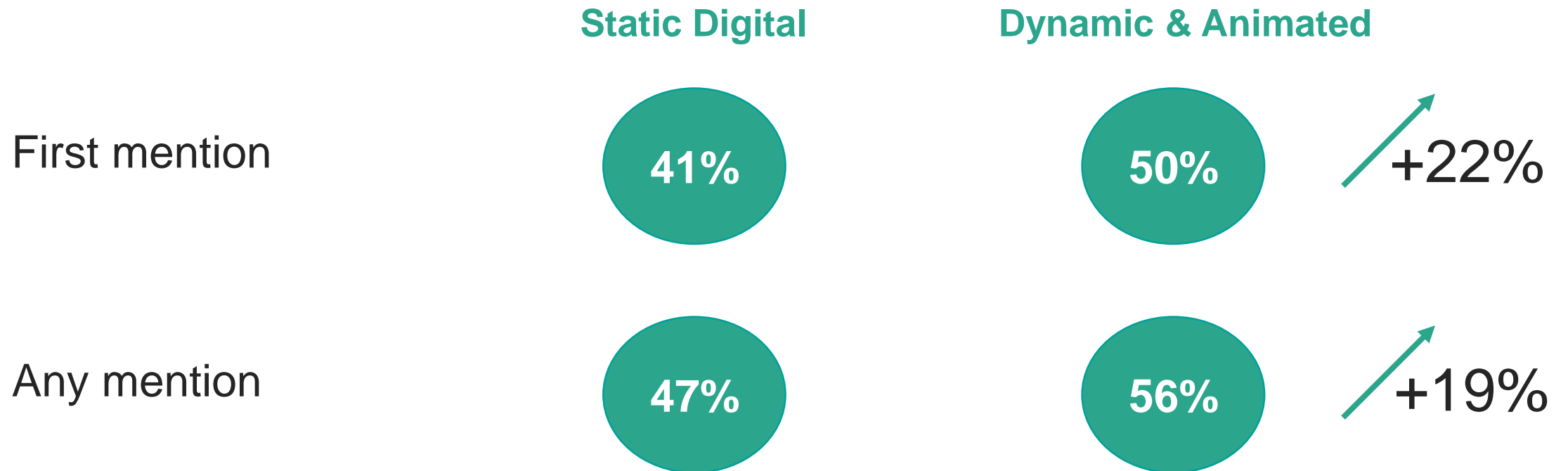
BRAND AWARENESS - SPONTANEOUS

Awareness of Trainline increased when advertising was dynamic & animated



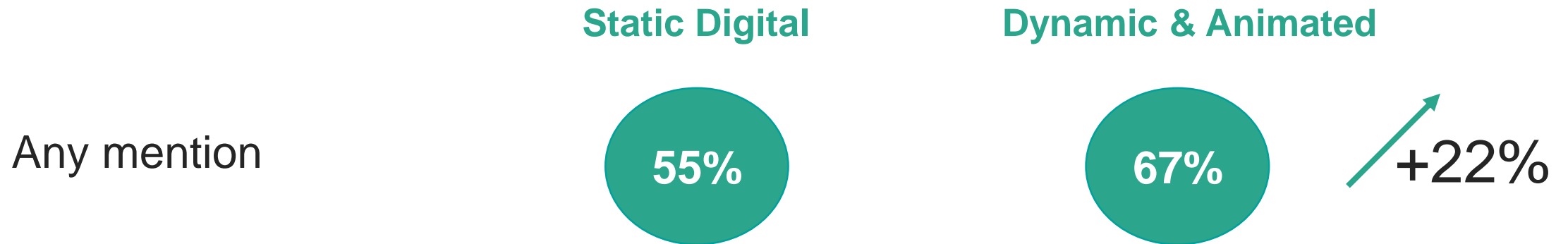
ADVERTISING AWARENESS - SPONTANEOUS

Trainline advertising more noticeable when it was dynamic & animated



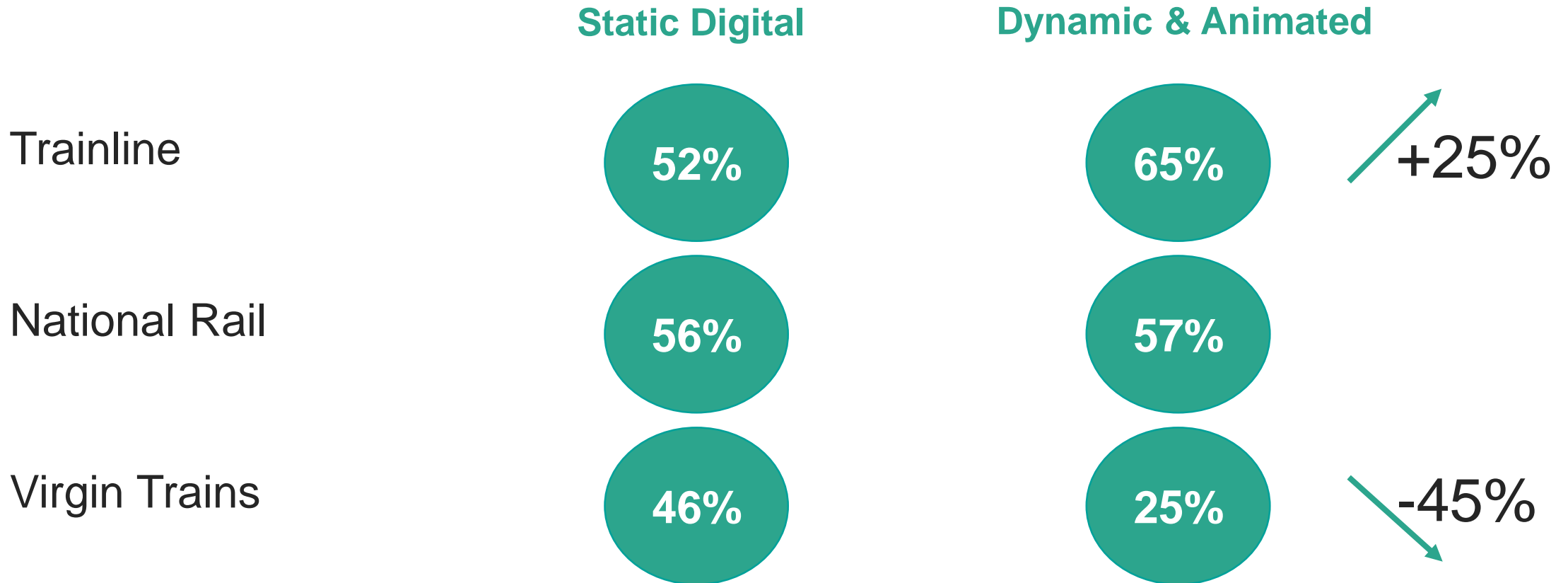
ADVERTISING AWARENESS - PROMPTED

When prompted even more consumers were aware of the advertising



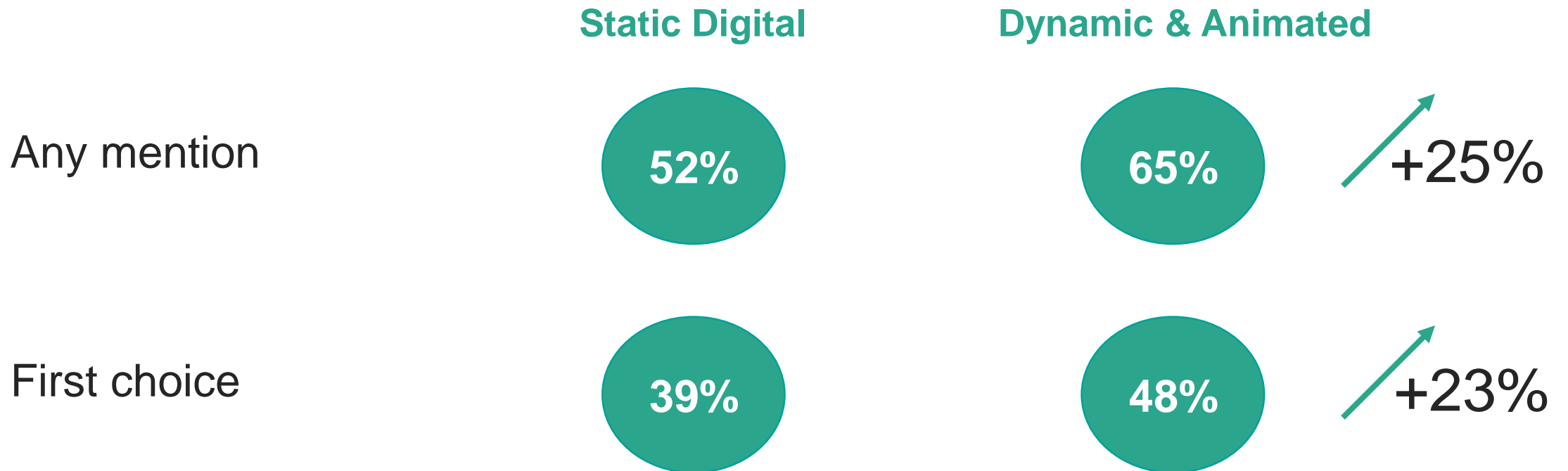
CONSIDERATION

Trainline more likely to be considered after dynamic messaging



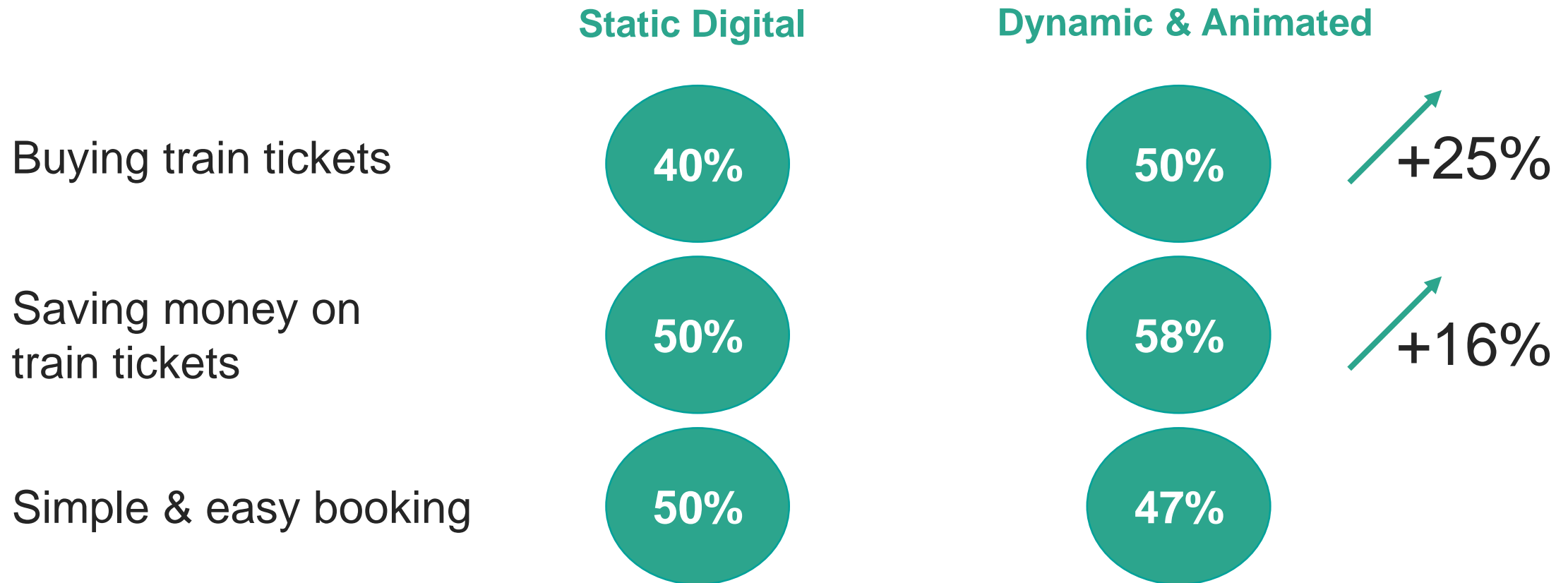
CONSIDERATION

Key metric of first choice consideration at almost 50% when exposed to dynamic & animated



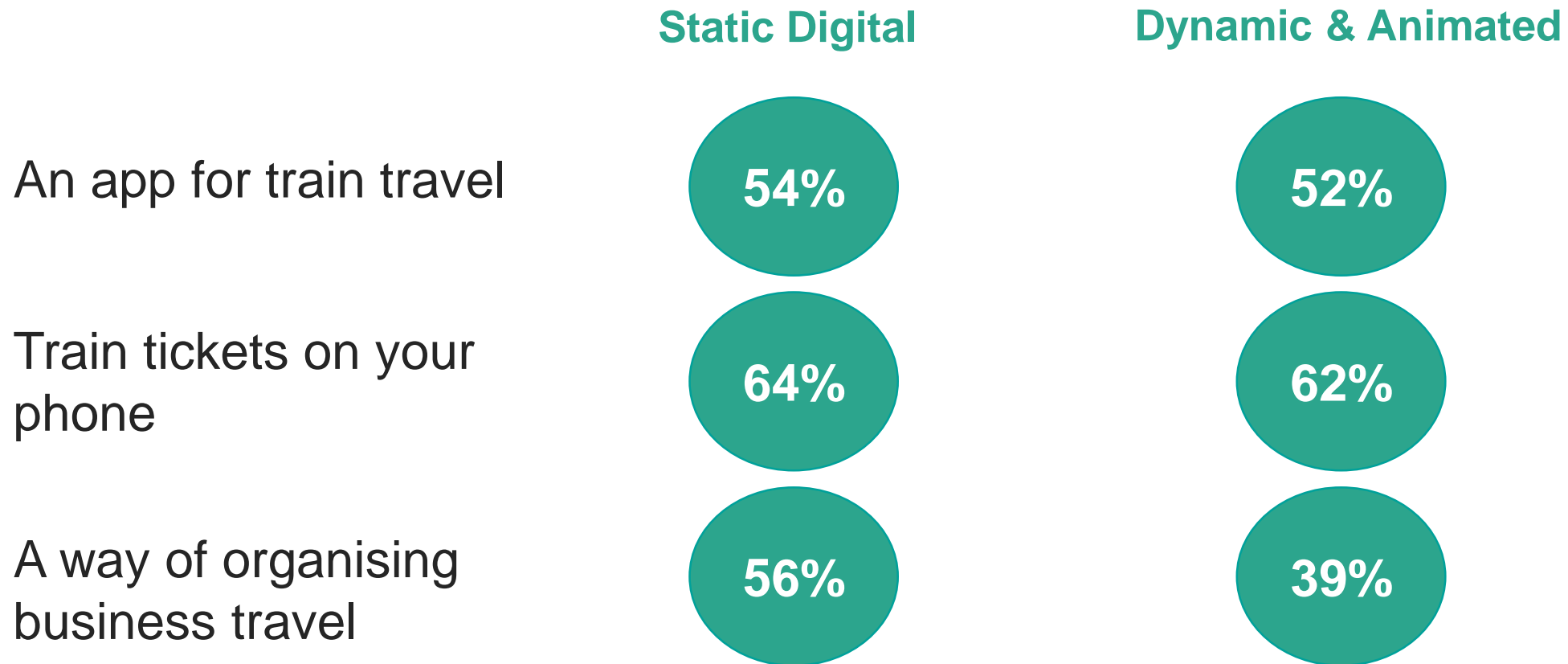
ASSOCIATIONS

Messages on the dynamic creative saw biggest increases



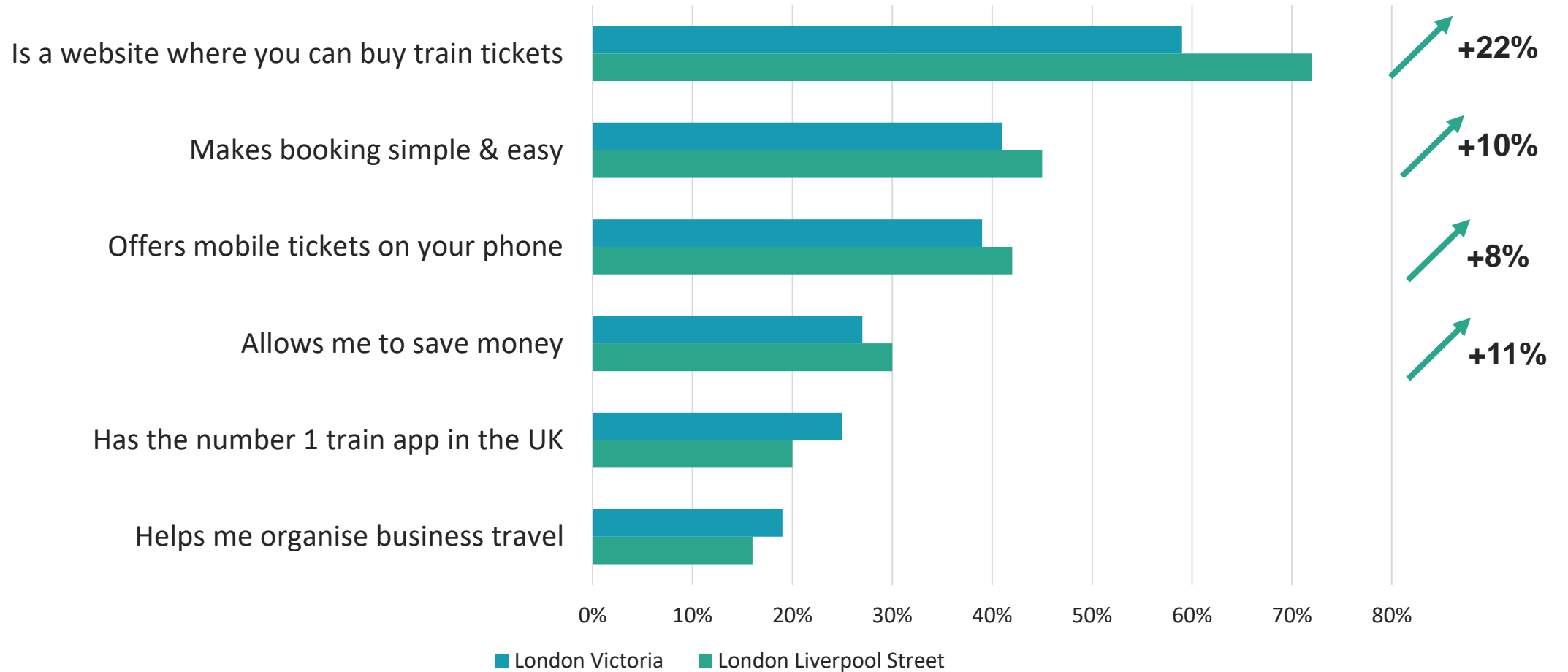
ASSOCIATIONS

Other associations remained relatively stable



PERCEPTIONS

Key perceptions of Trainline also shifted, statements “Completely agreed with”



ADVERTISING PERCEPTIONS

Advertising drove associates with digital due to the functionality used

Static Digital

Dynamic & Animated

The advert was appealing to me

67%

64%

The advertising was digital

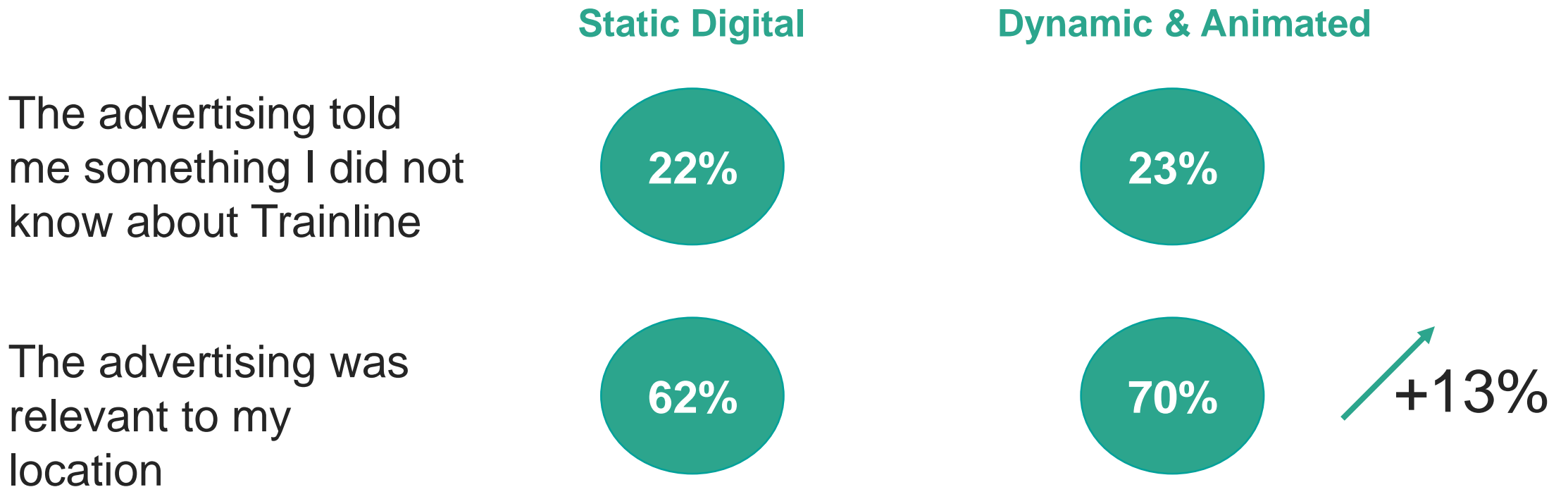
65%

72%

↑ +11%

ADVERTISING PERCEPTIONS

The locational relevance saw a big increase which was a key part of the dynamic messaging



SUMMARY

Adding dynamic elements & animating the creative:

- +52% increase in first mention spontaneous brand awareness
- +23% increase in first choice consideration
- +16% more likely to be associated with saving money on train tickets
- +11% more likely to be associated with being digital
- +13% more likely to be associated with relevant to location

TEST 2

Station Domination vs Digital Only

METHODOLOGY

25th – 30th Oct

**London King's Cross &
St Pancras**

Station Domination

Face-to face interviews
Sample: 100 per station
Conducted: In station

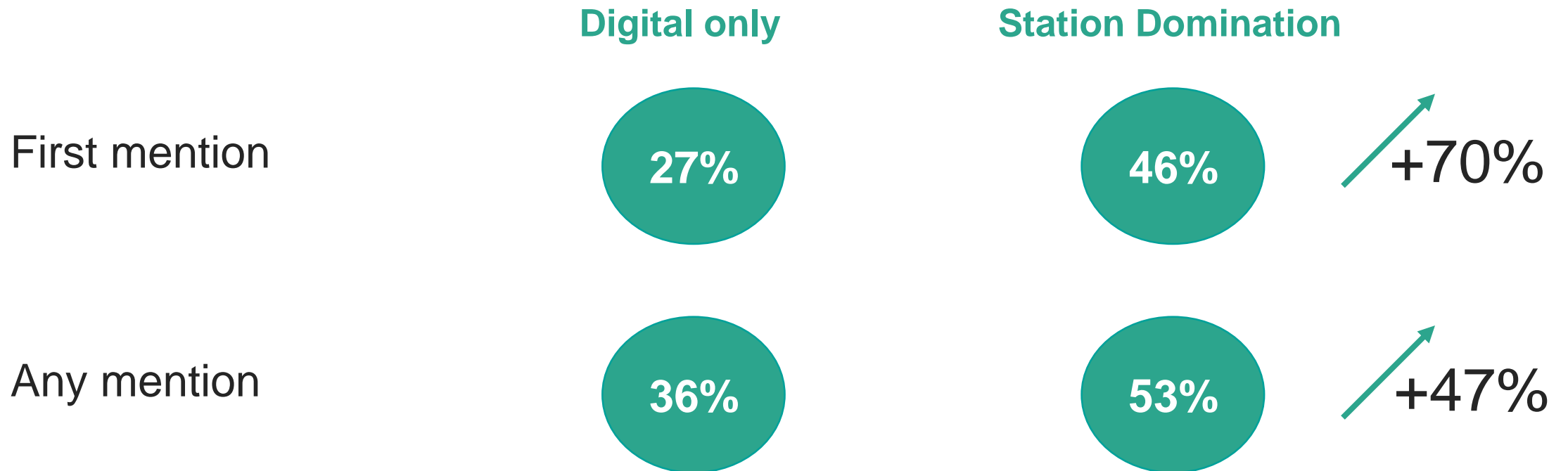
London Euston

Digital 6-sheets & Transvision

Face-to face interviews
Sample: 200
Conducted: In station

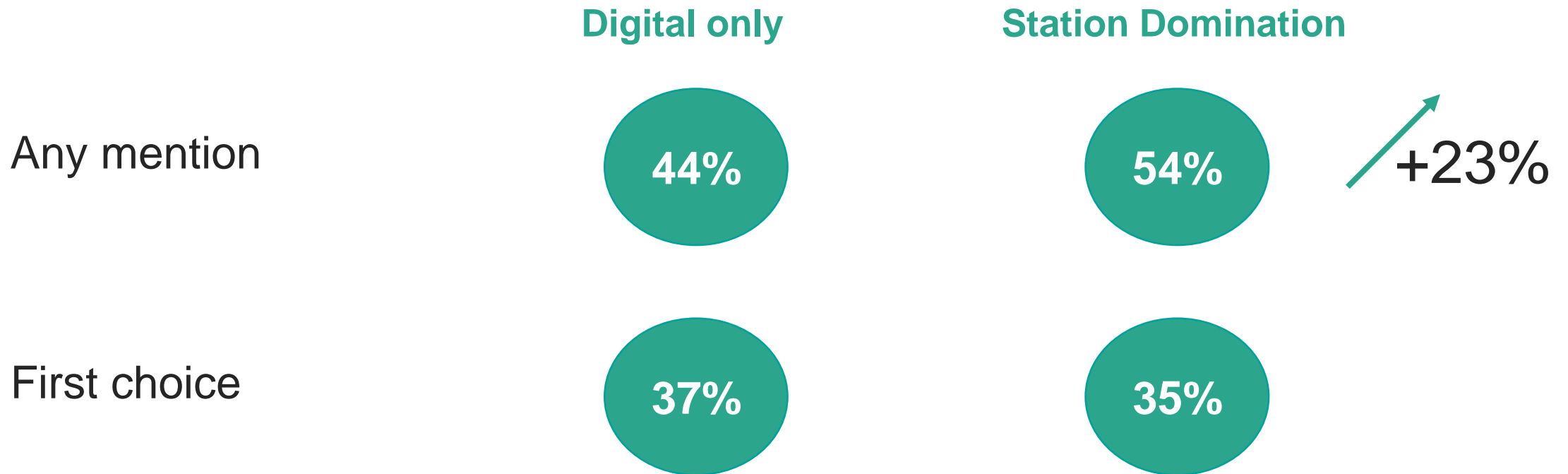
AWARENESS - SPONTANEOUS

Station takeover made the brand much more front of mind for consumers



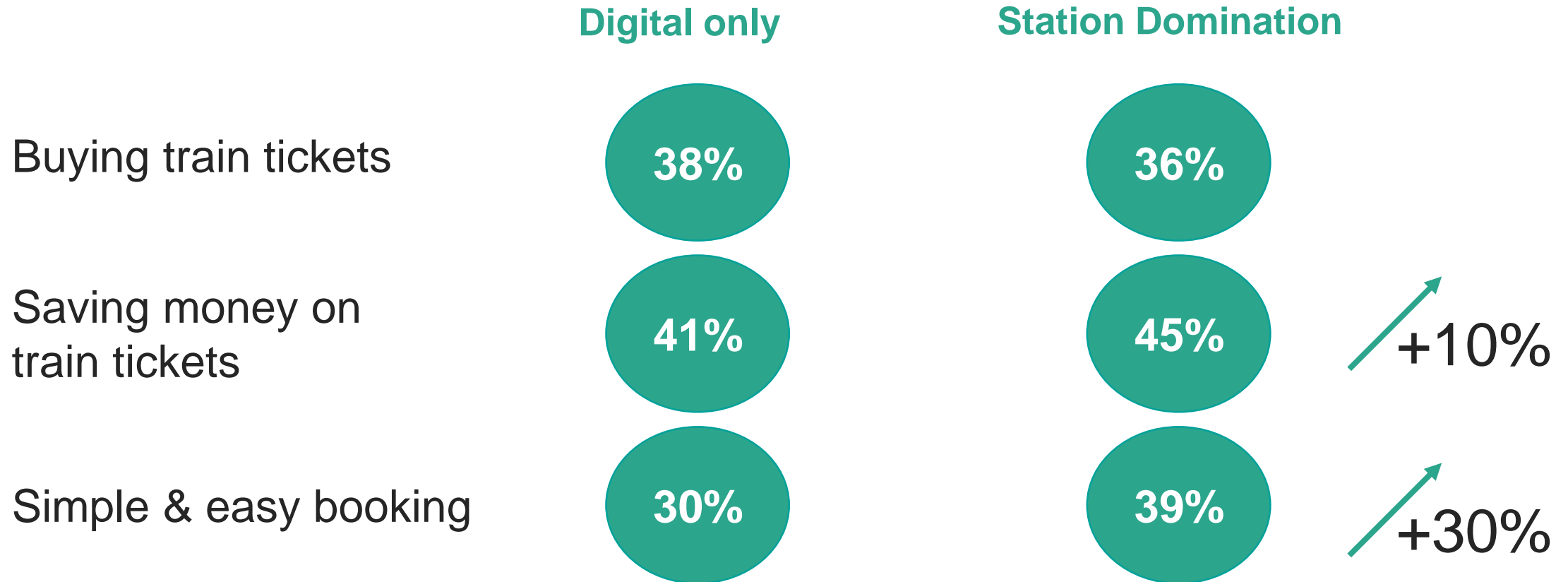
CONSIDERATION

Consideration increased for first or second choice



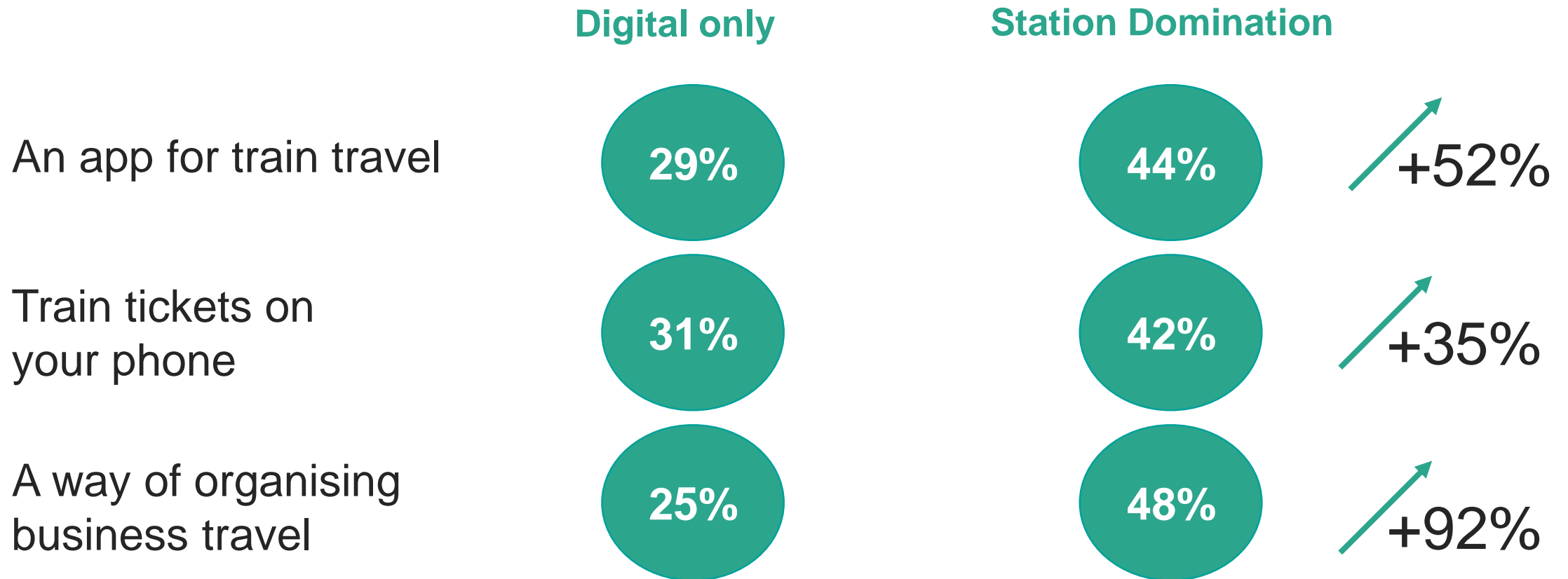
ASSOCIATIONS

Key associations driven by prevalence of additional advertising



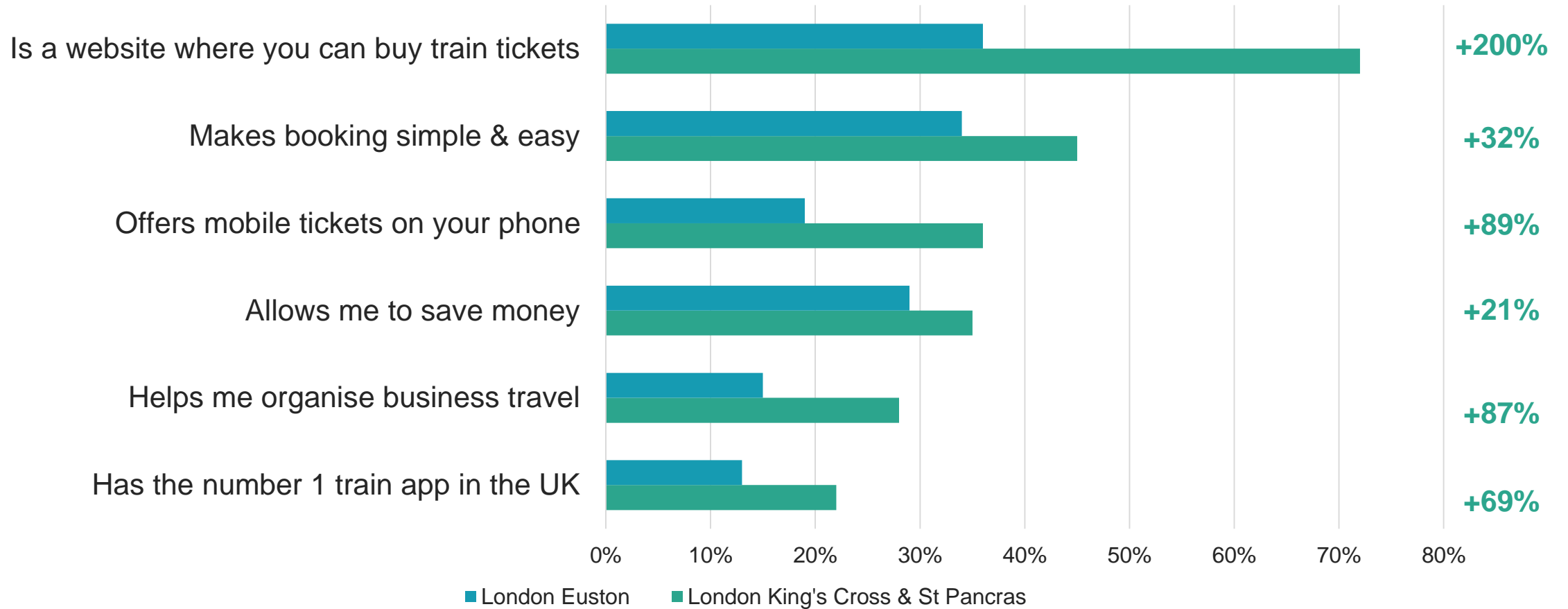
ASSOCIATIONS

Key associations driven by prevalence of additional advertising



PERCEPTIONS

Key perceptions also driven by additional advertising



SUMMARY

Dominating a station:

- Indication of increase in first mention spontaneous brand awareness
- +23% increase in first or second choice consideration
- +30% more likely to be associated with simple & easy booking
- +35% more likely to be associated with train ticket on your phone

TEST 3

Rail & Roadside vs Rail Only

METHODOLOGY

Pre-wave (11th – 16th Oct)

Post-wave (25th – 30th Oct)

Edinburgh
Rail & Roadside

Online interviews
Sample: 200
100 regular rail users



Online interviews
Sample: 200
100 regular rail users

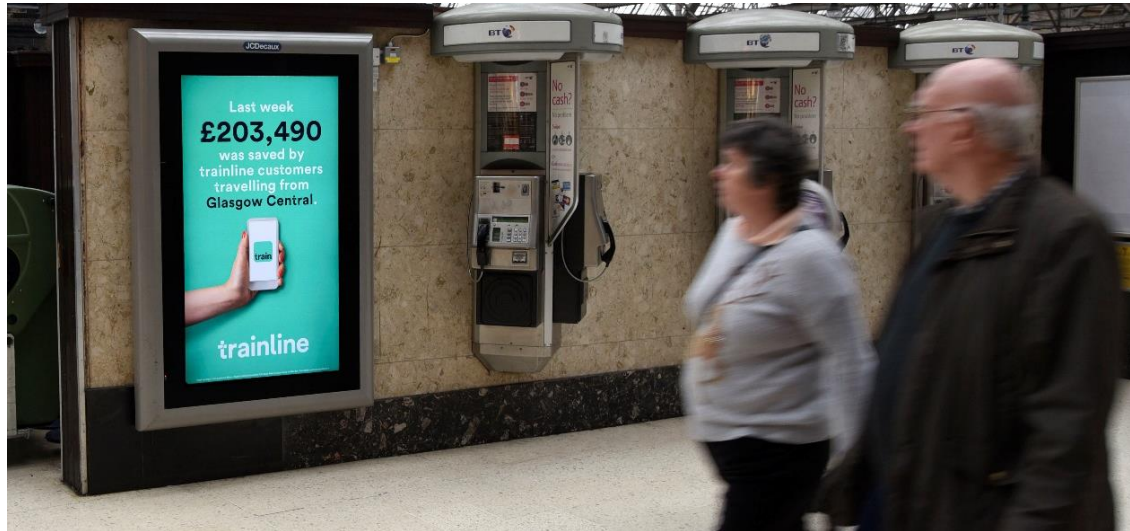
Glasgow
Rail Only

Online interviews
Sample: 200
100 regular rail users



Online interviews
Sample: 200
100 regular rail users

GLASGOW & EDINBURGH CONTEXT



Rail Only

- ✓ Context of the station
- ✓ Boosting awareness
- ✓ Boosting consideration

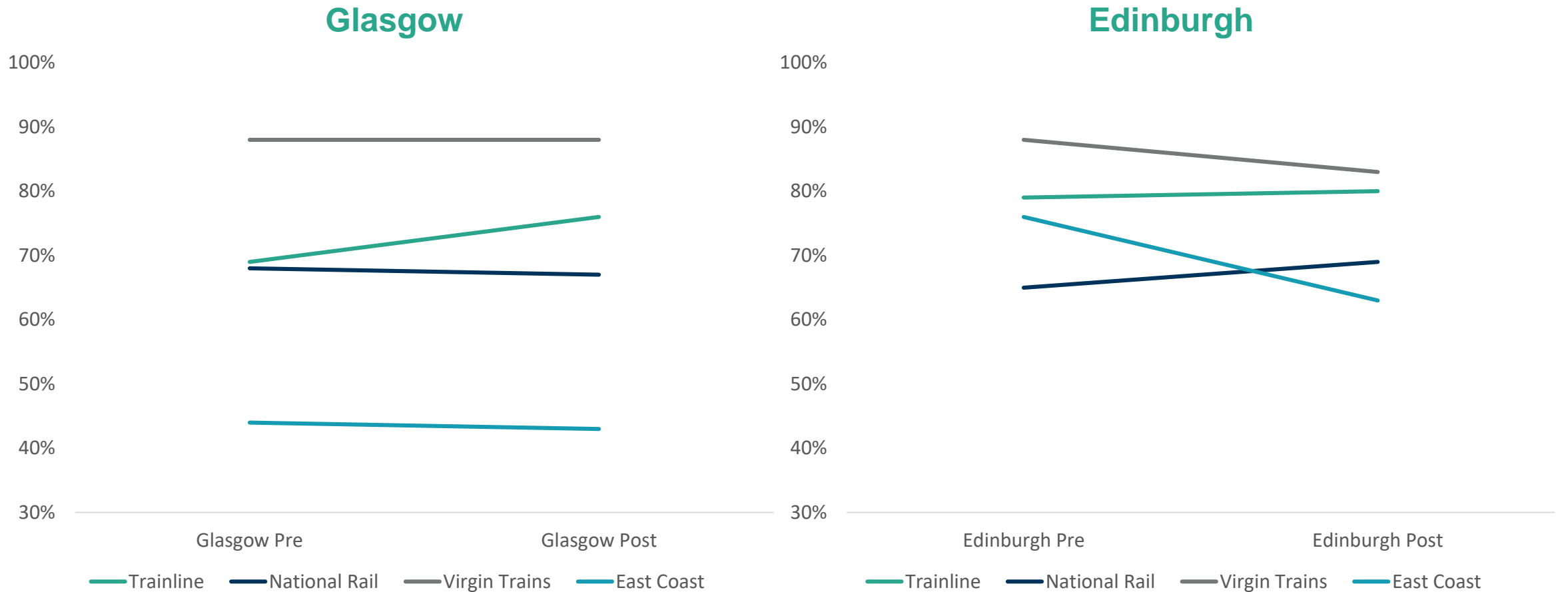


Rail & Roadside

- ✓ Broadcast
- ✓ Increased frequency
- ✓ Creative understanding

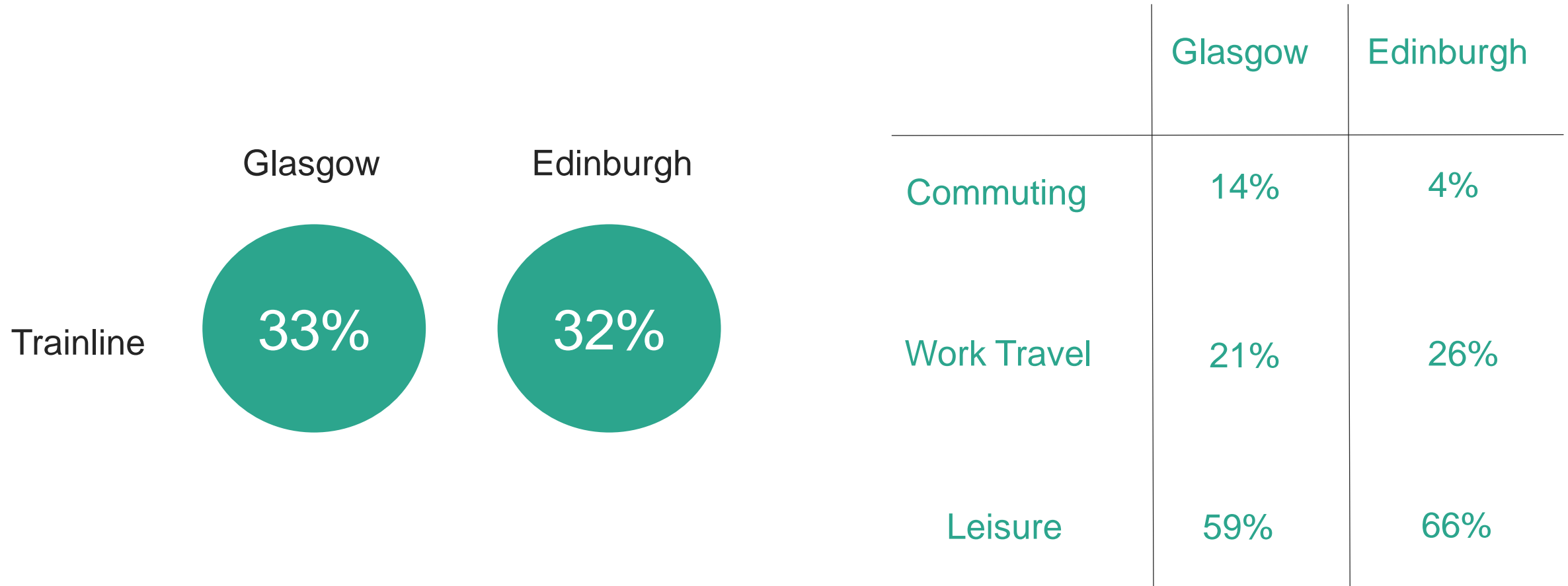
AWARENESS

Awareness increases from lower base in Glasgow



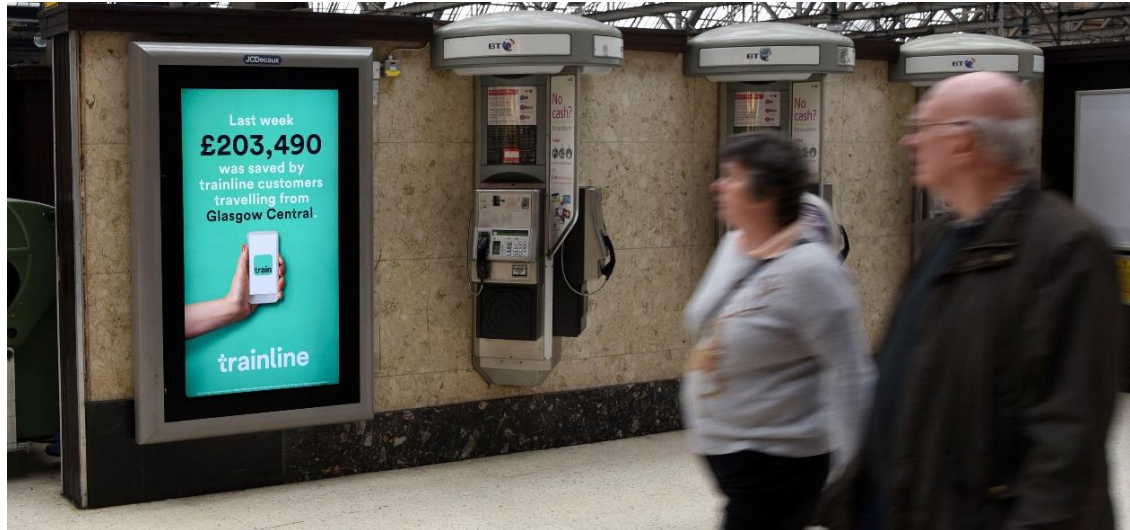
ADVERTISING AWARENESS

Edinburgh rail advertising likely to also reach a lot of tourists, as it is not used for commuting

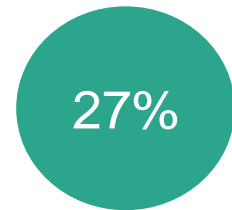


ADVERTISING ATTRIBUTION

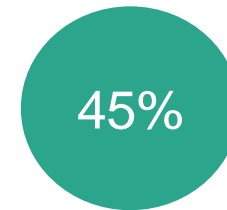
Advertising more likely to be seen Out-of-Home with addition of roadside



Glasgow



Edinburgh

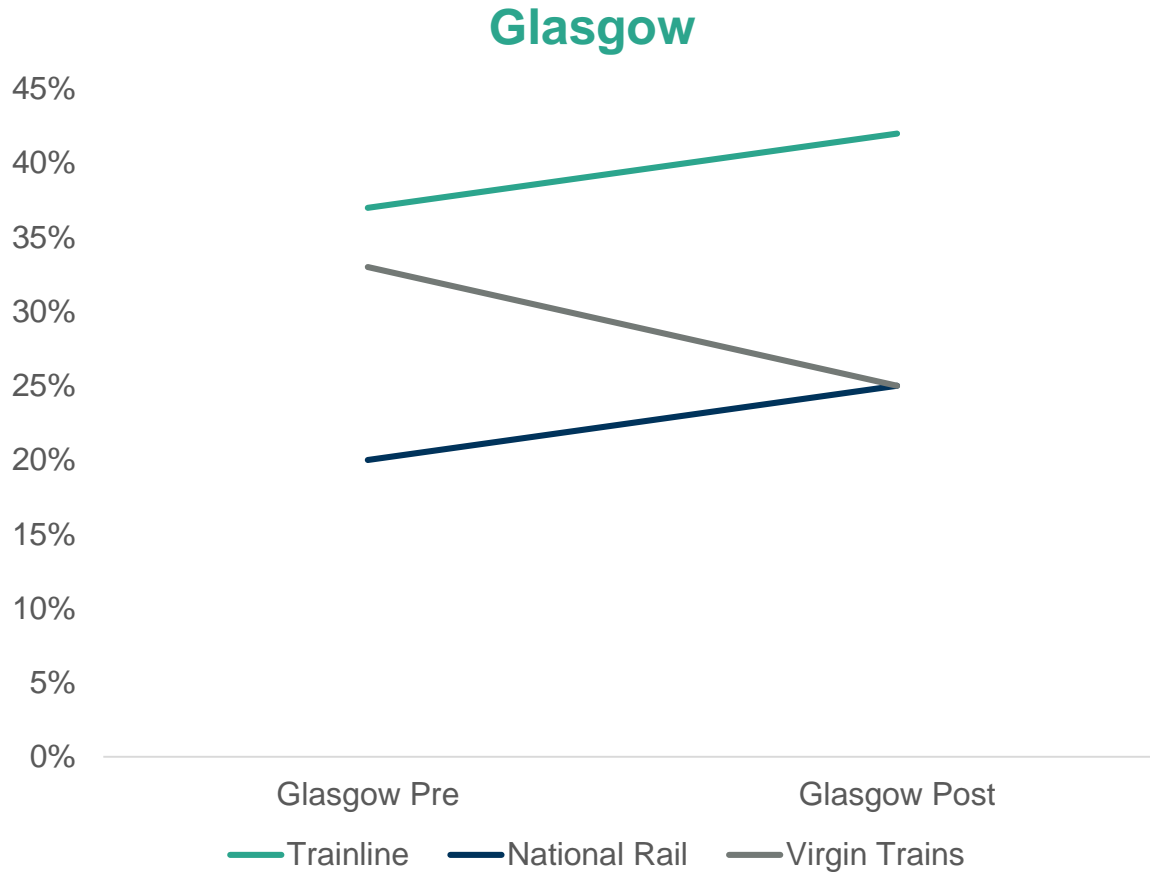


Out-of-Home



PURCHASE CONSIDERATION – FIRST CHOICE

First choice consideration increases from first place for both cities



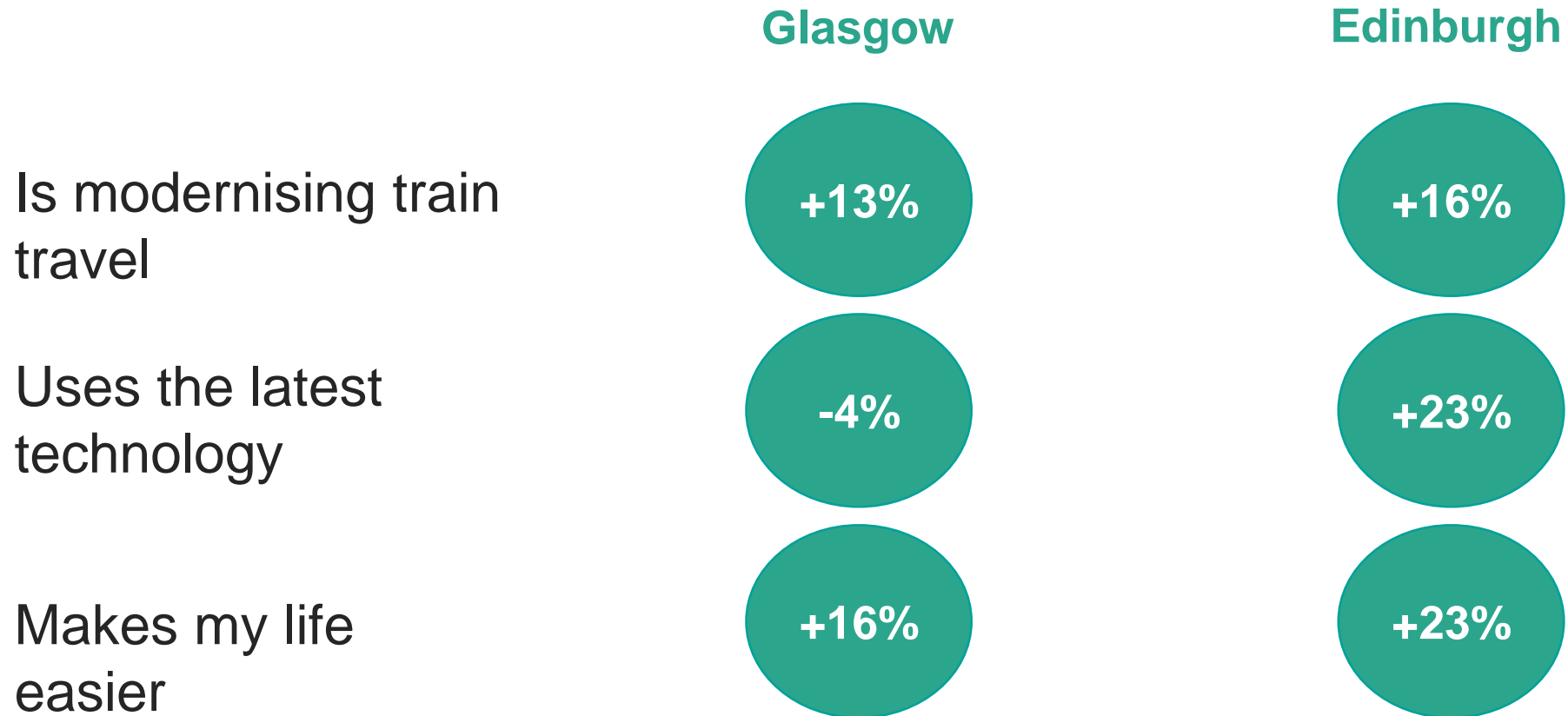
TRAINLINE PERCEPTIONS

Increases in perceptions higher with roadside added



TRAINLINE PERCEPTIONS

Increases in perceptions higher with roadside added



TRAINLINE PERCEPTIONS

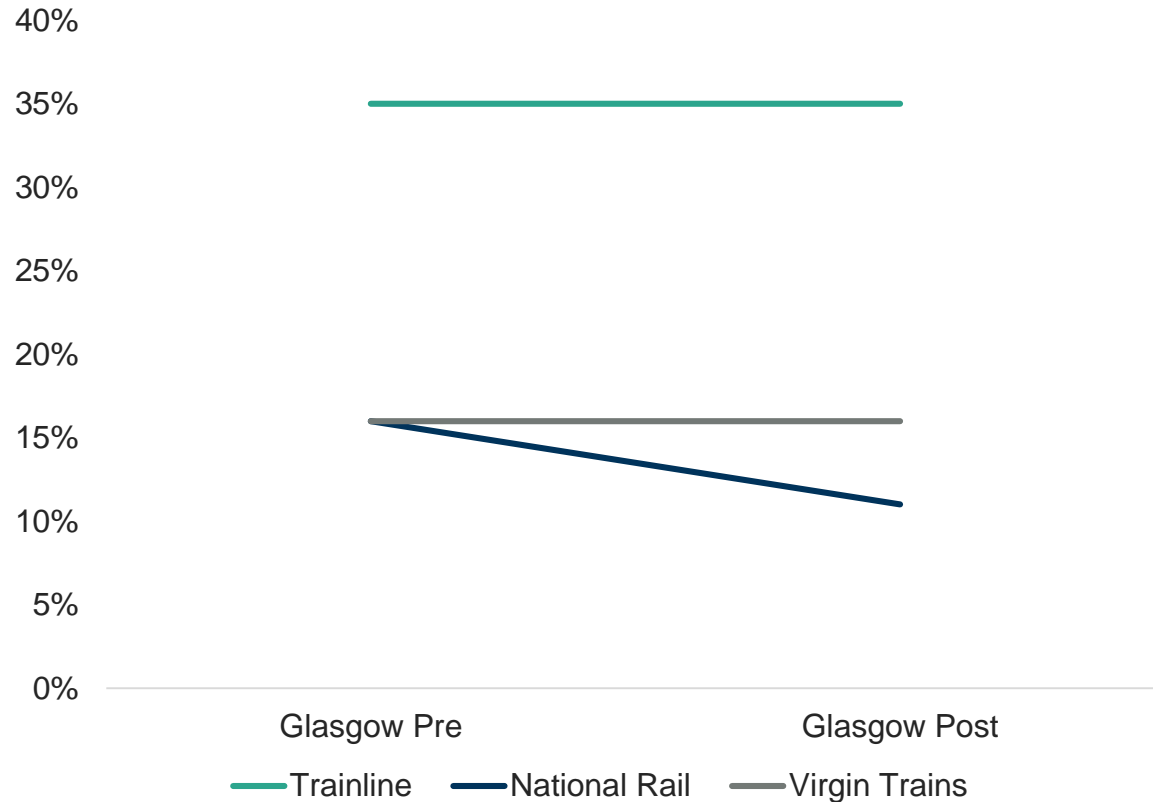
Increases in perceptions higher with roadside added



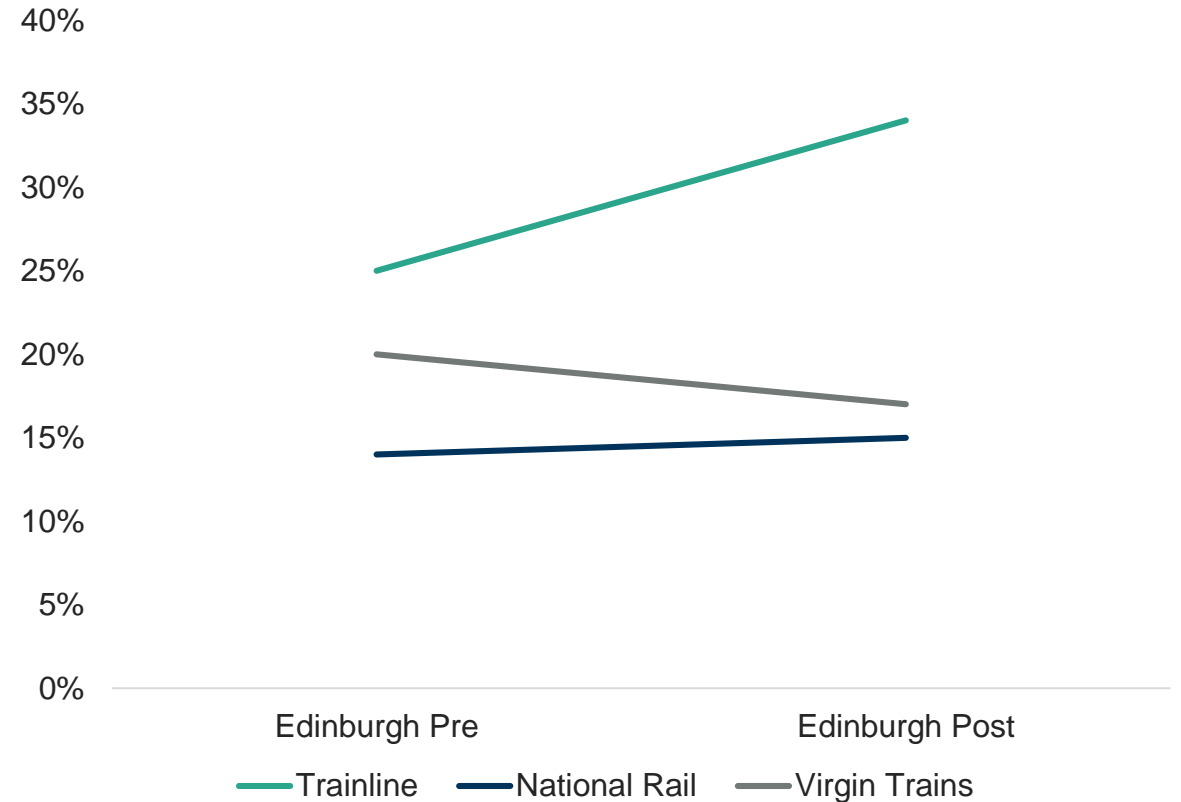
COMPANY ASSOCIATIONS – FAST TICKET PURCHASING

Bigger increase in Edinburgh for Fast ticket purchasing – a key creative message

Glasgow



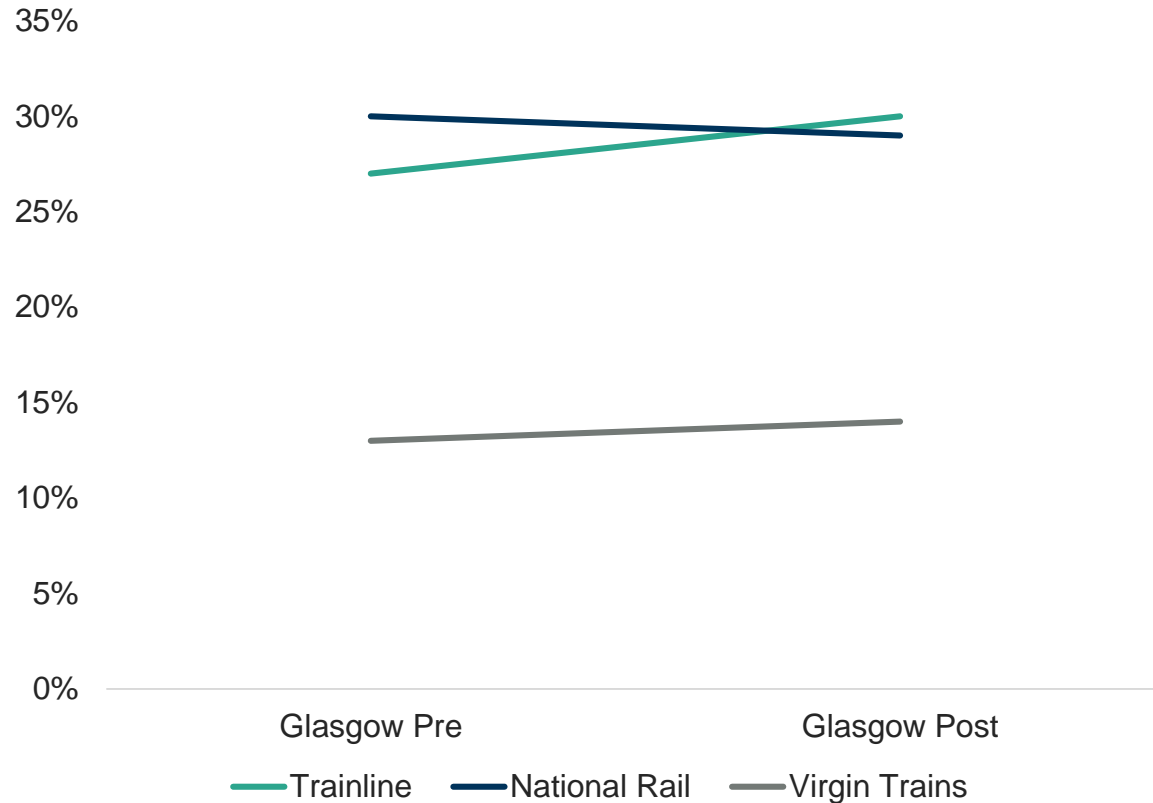
Edinburgh



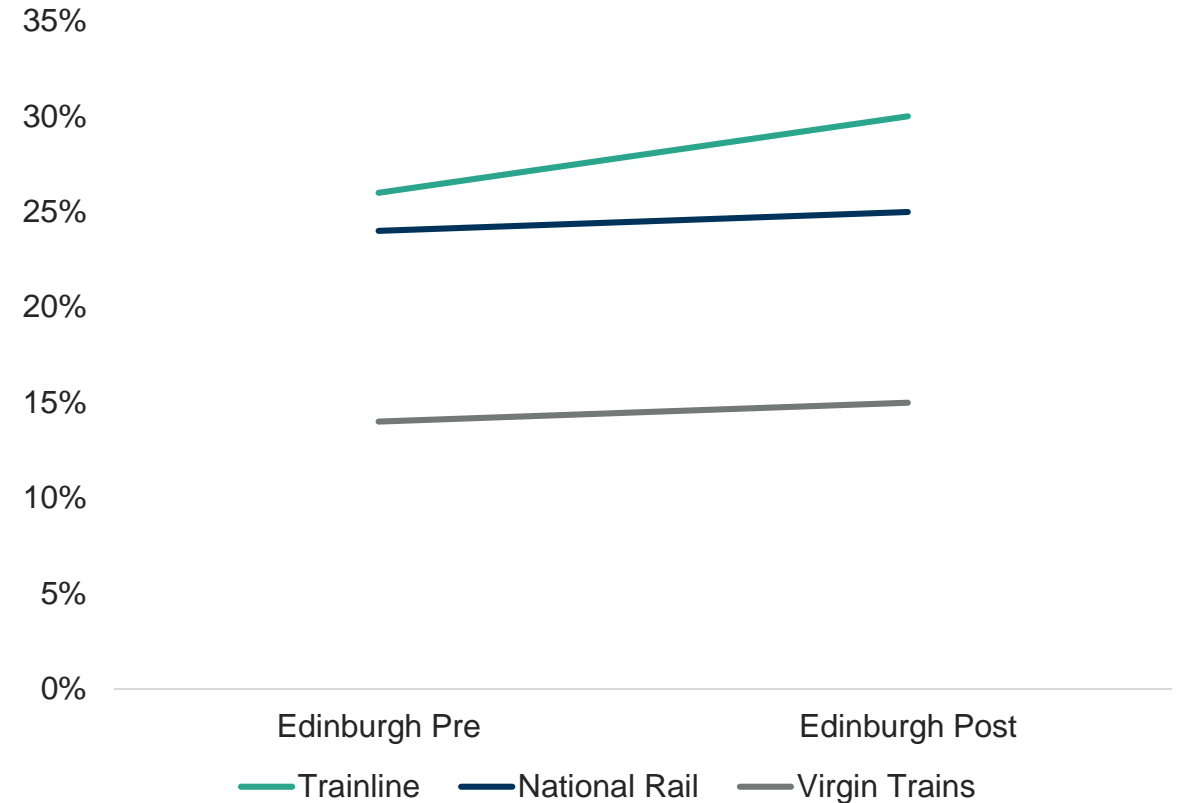
COMPANY ASSOCIATIONS – RELIABLE TRAIN INFORMATION

Small increases in both cities for providing reliable train information

Glasgow



Edinburgh



CREATIVE ANALYSIS

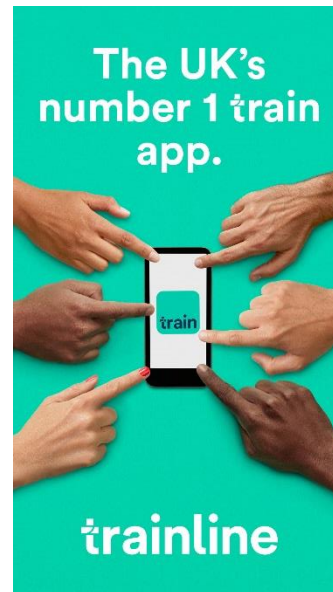
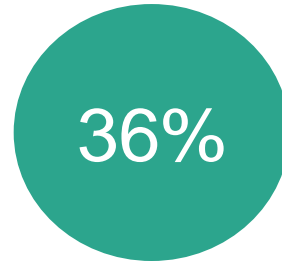
CREATIVE AWARENESS

Creative awareness higher when roadside added, most recognised ad in Edinburgh from Princes Street

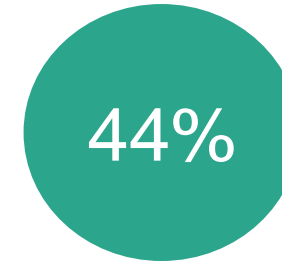
Have seen any Trainline creative

Seen by most people in each city

Glasgow



Edinburgh



CREATIVE REACTION

Creatives shown to stand out from competitors

“It is a really good advert which I enjoy looking at”

Total

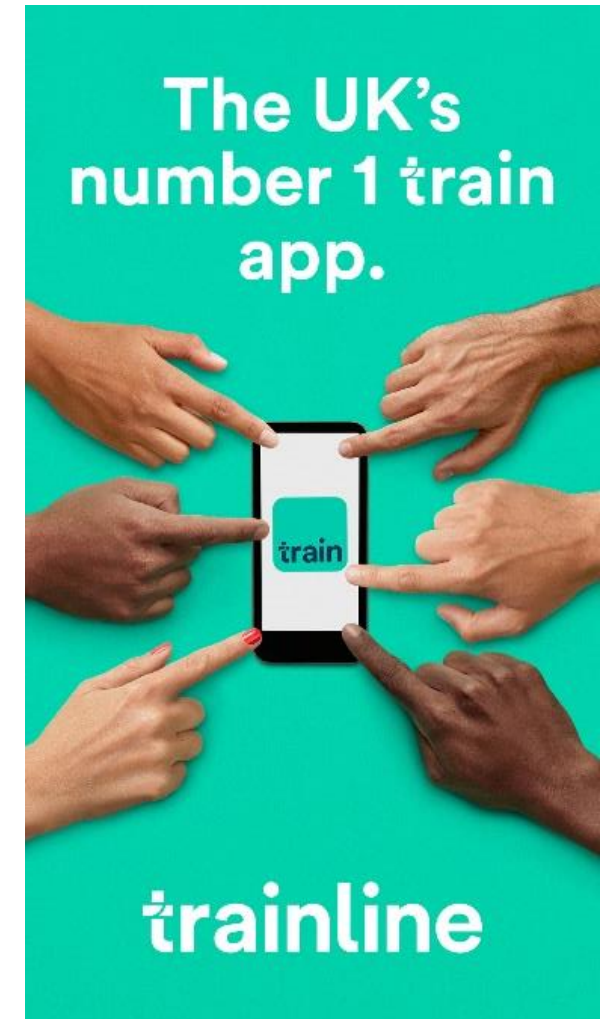
66%

“It really stands out from other similar poster adverts”

59%

“It is believable”

75%



CREATIVE REACTION

Creatives relaying key messages clearly

“It encourages me to use the Trainline”

Total

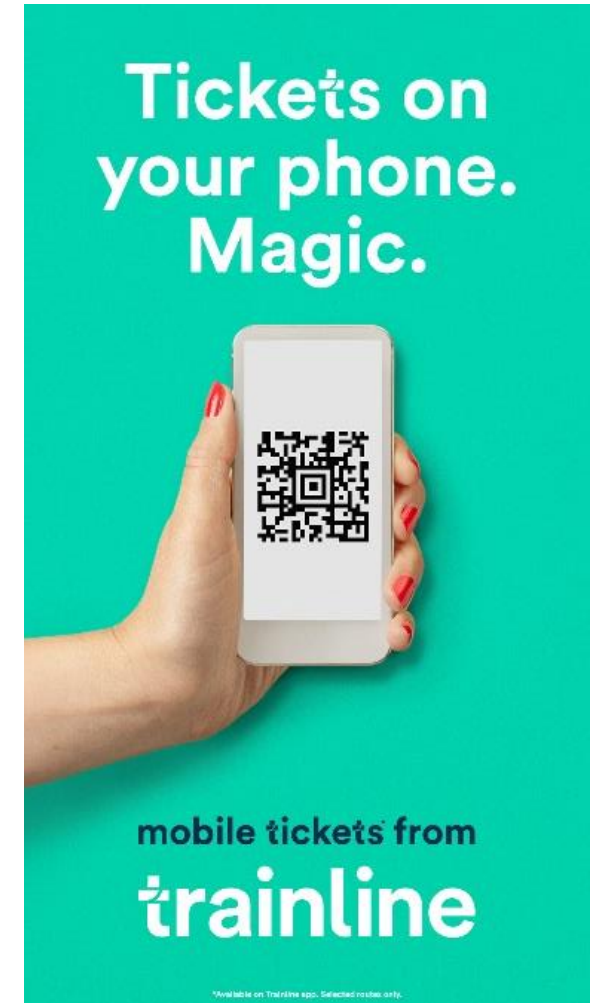
76%

“The app is an easier ways to book train tickets”

68%

“It makes me want to use mobile tickets for train travel”

63%



CREATIVE REACTION

Key money saving message understood by consumers

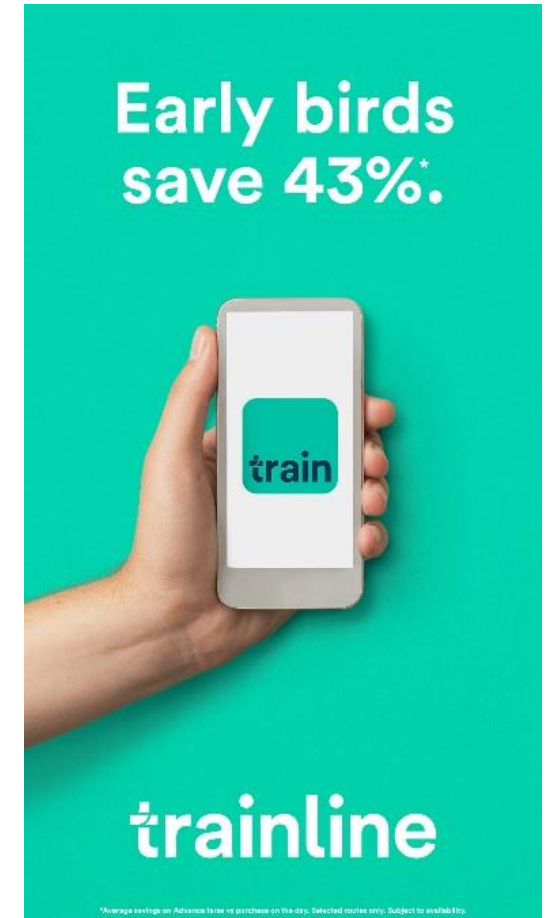
“They make me think Trainline will help me save money on train tickets”

Total

75%

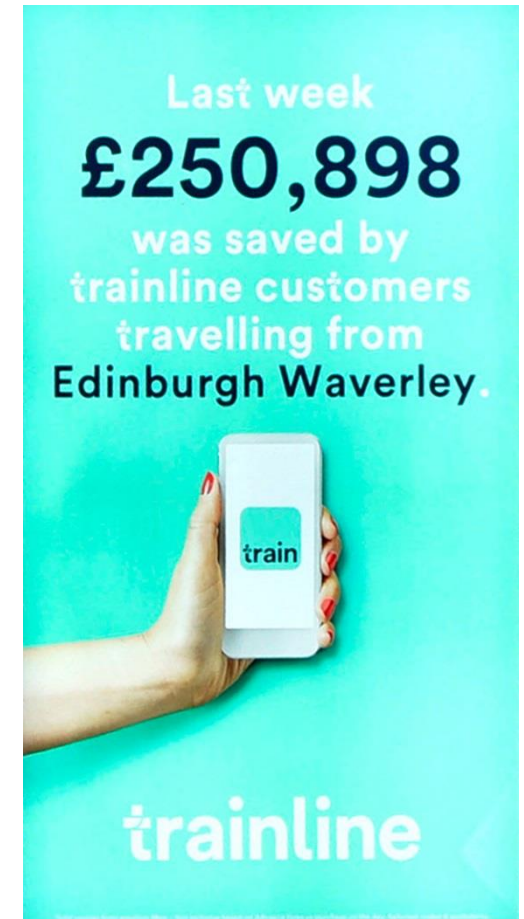
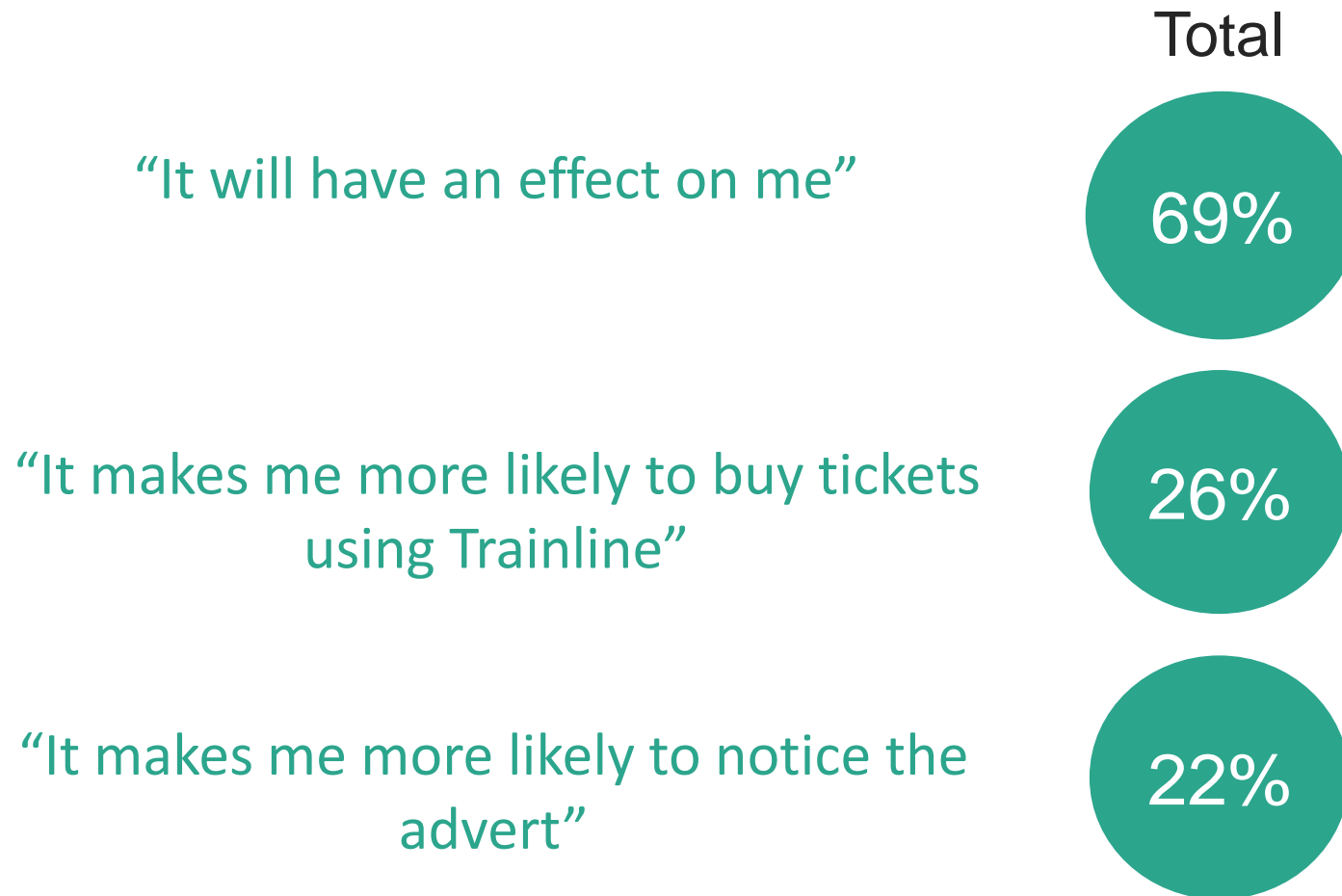
“They make me think Trainline will help me make smarter journeys”

77%



DYNAMIC ELEMENT

Dynamic made a difference for consumers, though not easily quantifiable



SUMMARY

Adding roadside advertising to rail:

- +67% more likely to be recognised as digital advertising in public places
- Bigger increases in the creative messages:
 - “Brand I hear about a lot these days”
 - “Offers me the lowest price”
 - “Uses the latest technology”
- +22% more likely to recognise the creatives
- Creatives also well received by respondents

KEY LEARNINGS

- Adding animation & dynamic elements to the creative makes the message which it displays resonate more with consumers
- Dominating a station will make your brand more front of mind for consumers
- Adding roadside to rail expands the reach & frequency of your campaign, making your message more widely spread & better understood

TRAINLINE