

Britain runs on rail campaign Evaluation report

November 2016



Rail Delivery Group







Summary

The Britain runs on rail campaign went public with a soft launch in mid-September, with paid and owned media activity through to the end of October.

This was the first of three bursts in an industry-wide communications initiative, the first of its kind since the 1980s.

After a month and a half of media spend, research shows campaign awareness among the public was 8% (16% rail users /26% commuters), with recognisers almost twice as likely to be favourable to the industry as non-recognisers.

A strong, positive relationship between public sentiment towards the rail industry and the campaign activity was suggested by the research.

While there was no negative reaction in national or trade media, there was some on Facebook and Twitter.

The reaction from stakeholders and our people was overwhelmingly positive.

Approach: *ambition and strategy*

Our ambition

To build public advocacy for rail

Our strategy

To highlight:

- the ever more important role the railway plays in all of our lives
- the delivery of a £50bn+ Railway Upgrade Plan (RUP)

Our audiences:

ABC1s non rail users – 15 m

ABC1s rail users – 4.7 m

Our voice

We have leveraged the huge equity in the double arrow icon, redesigning it to create a new, fresh identity that signifies how Britain's rail companies are working together

Our creative approach

To demonstrate that Britain runs on rail, the campaign used everyday objects from home, work and play, stretching across the British landscape as a metaphor for the railway and its integral role in all of our lives

Our call to action

Searching “runs on rail” drove people to a dedicated website highlighting how the £50bn+ RUP is benefitting every region

Our target

Our plan forecast a 0.35% increase in favourability towards the industry for every £1m spent



Approach:

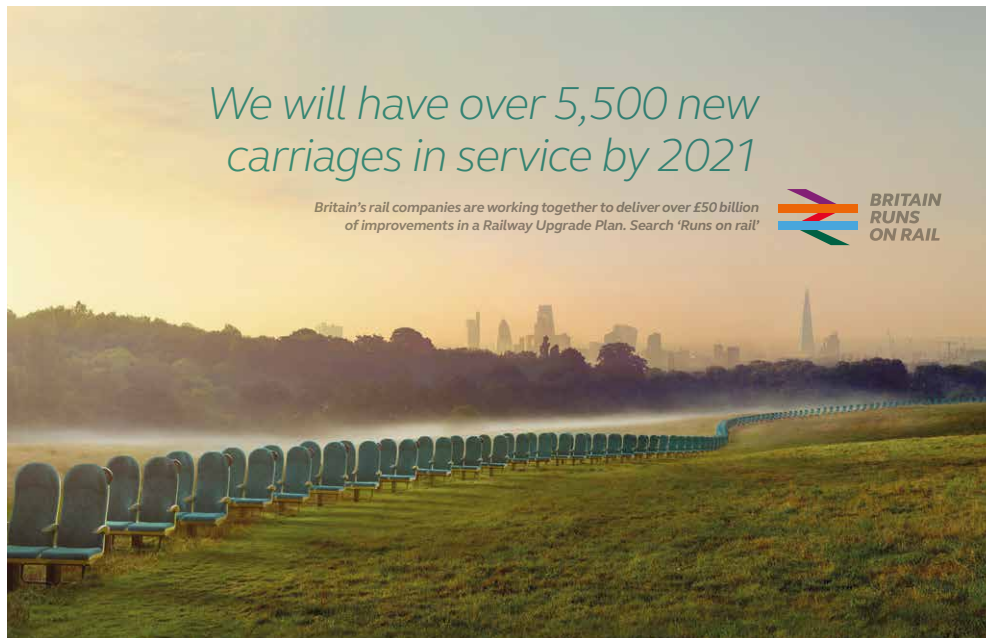
from reappraisal to active engagement

The campaign has been devised as a three year project. Building advocacy is a long term challenge. We need to engage people more deeply with the role of the railway and create an ongoing dialogue to give our audiences time to interact with and warm to our messages. For the first year the campaign was developed to go live in three bursts. The bursts build on one another, with the bulk of media spend allotted to TV, print, Out of Home and digital in the second burst, supported throughout by owned media.

TIMING	SEP - OCT '16	MAR - APR '17	MAY - JULY '17
KEY GOAL	RAISE AWARENESS AND STIMULATE REAPPRAISAL OF THE RAILWAY	ENRICH UNDERSTANDING	FUEL CONVERSATION
COMMUNICATIONS TASKS	<ul style="list-style-type: none"> - Educate - Pique curiosity - Open hearts - Demonstrate empathy 	<ul style="list-style-type: none"> - Warm hearts and minds - Educate to benefits 	<ul style="list-style-type: none"> - Continue narrative - Encourage peer-to-peer endorsement
MEDIA CHANNELS	<ul style="list-style-type: none"> - Rail Out of Home - Regional press - Large format digital 	<ul style="list-style-type: none"> - TV - Amplification of TV through Video on Demand and social - National print & partnerships - Impactful digital takeovers - Digital Out of Home 	<ul style="list-style-type: none"> - Amplification of TV through Video on Demand and social - Digital Out of Home - News media partnership
	Regional tactical activation (avoiding Southern region)		
	BACKBONE OF OWNED MEDIA VITAL TO COMMUTERS		

Approach: a challenging launch

The first burst coincided with the most challenging industrial relations landscape in three decades. Steps were taken to mitigate the risks. This included very limited PR activity and segmenting the audience into two groups, primarily commuters and non-rail users, employing different messaging for each. Much of the media spend was focussed on the former but excluded the Southern route.



Group one: mainly LSE commuters –
headline messaging about improvements in services

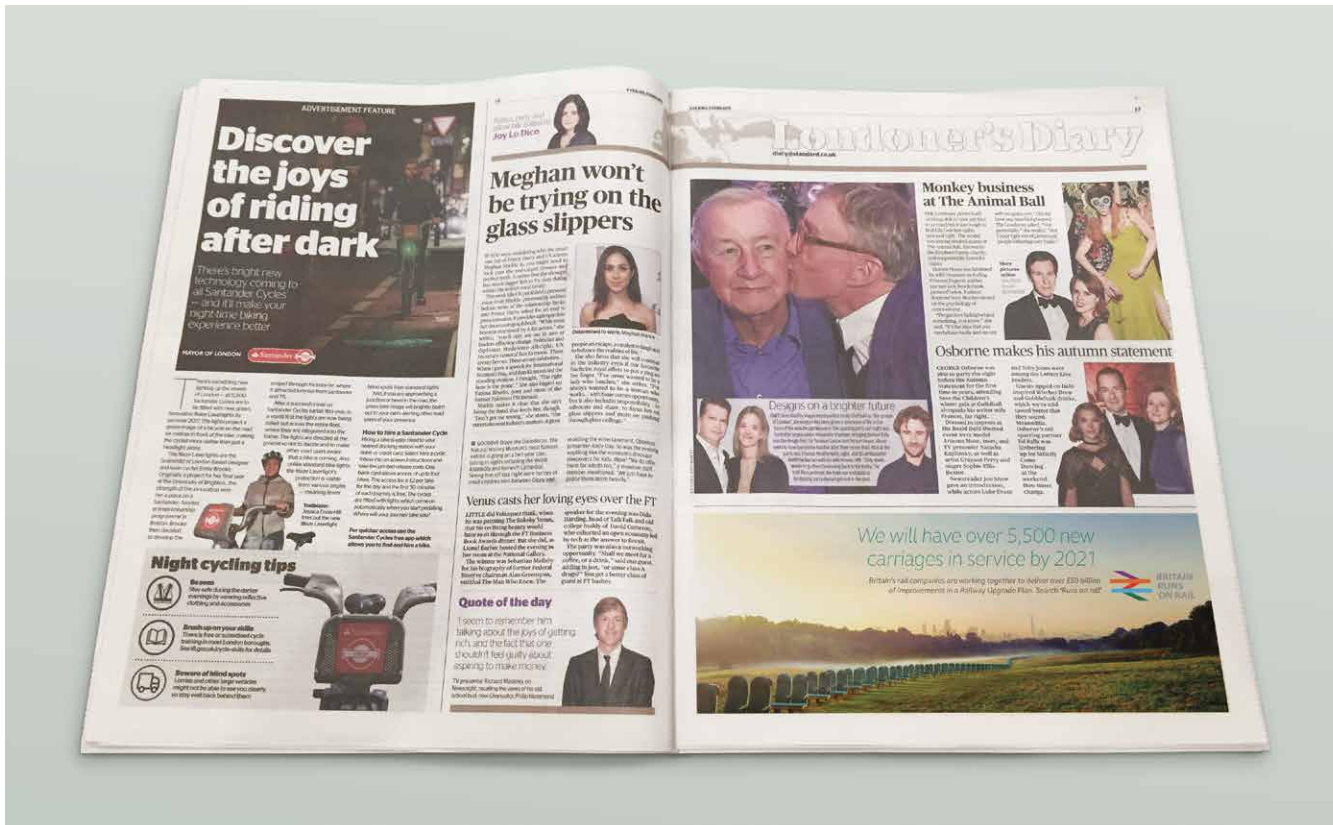


Group two: mainly non-rail users outside LSE –
headline messaging about how Britain runs on...

Approach: national and regional press

Group one adverts (signals and seats) ran in Time Out, Stylist, and Shortlist magazines, as well as the London edition of the Metro and the Evening Standard.

Group two adverts (deckchairs and family time) ran in the national edition of the Metro (excluding LSE), the Daily Record, and twenty regional newspapers.



Evening Standard



Stylist Magazine



Metro

Approach: out of home

Signals (group one) ran in Out of Home and Digital Out of Home formats at 8 national London rail stations (excluding terminals used by Southern commuters). It also ran on train car panels around the network (excluding Southern).

Deck chairs (group two) ran in Out of Home and Digital Out of Home formats at national rail stations throughout the country (excluding London).



Paid media



Owned media



Paid media

Approach: digital and social

The digital display ran in National Rail Enquiries' network, and another digital network targeted around 'leisure' and 'travel' amongst other key words.

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The Telegraph

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Britain runs on great days out

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Did you know that Britain Runs On Rail? Find out more here: chilternrailways.co.uk/news/britain-r... @britrunsonrail #travel

Britain runs on great days out

1 RETWEETS 1 LIKES

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Want to know more about the future of the railway in UK? Check out @britrunsonrail britainrunsonrail.co.uk RS

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6 RETWEETS 5 LIKES

se Southeastern @Se_Railway

Did you know that Britain Runs On Rail? Find out more here: [@britrunsonrail](http://britainrunsonrail.co.uk)

Britain runs on great days out

2 RETWEETS 4 LIKES

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Britain runs on family time

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- 2FOR1 offers
- Ticket Offers
- InterRail

children RAILWAY

The generous support of people like you has enabled us to help thousands of street children around the world. Donate today

Approach:

communications with our people

Ahead of the campaign launch, the RDG coordinated a programme of industry engagement to:

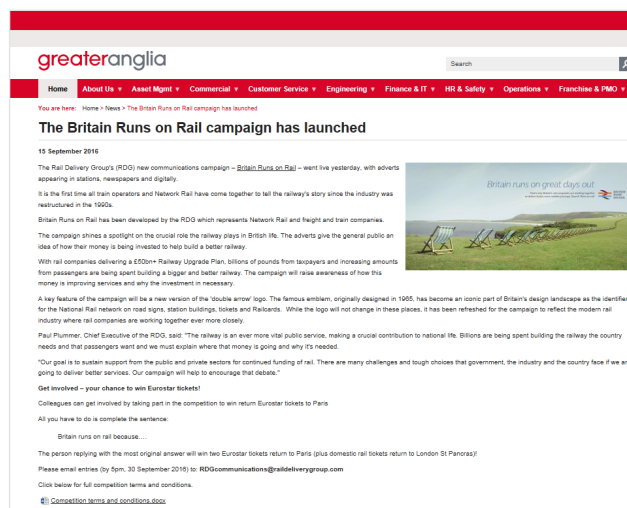
- Build awareness, engage our people and increase their advocacy
- Neutralise potential negative reaction
- Ensure awareness and advocacy among senior rail industry figures

To achieve this we:

- Produced an internal communications pack for rail companies
- Secured Rail Staff magazine as a media partner
- Produced lapel badges



Britain runs on rail lapel badge



Greater Anglia intranet



RailStaff magazine



Results: *campaign awareness and favourability*

Recognition of the campaign – 8% of the general public, 16% of rail users and 26% of commuters – is in line with scale and targeting of paid and owned media (£890k excluding owned media).

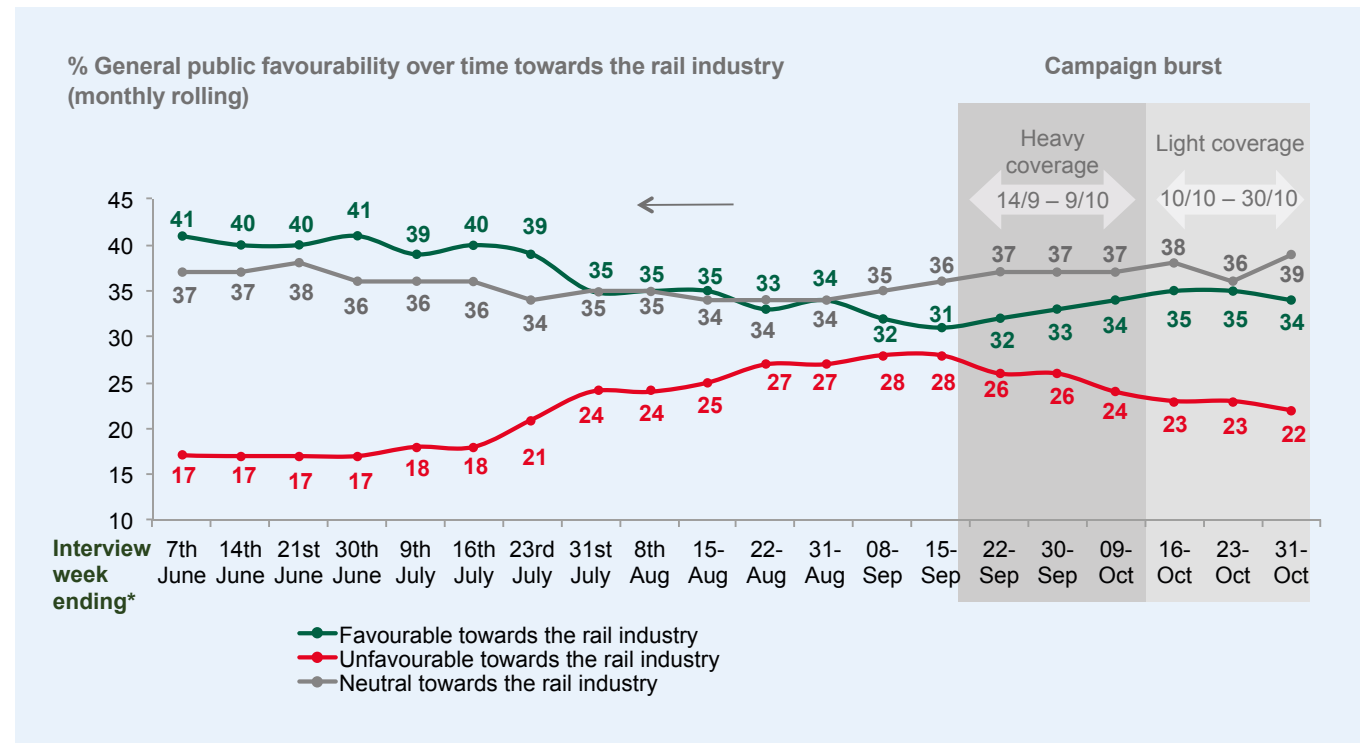
65% of people who were aware of the campaign (recognisers) were favourable towards the rail industry compared with 35% of those who were not (non-recognisers).

59% of recognisers were favourable towards Network Rail, 28% of non-recognisers.

56% of recognisers were favourable towards train companies, 28% of non-recognisers.

Results: general public sentiment towards rail and first burst

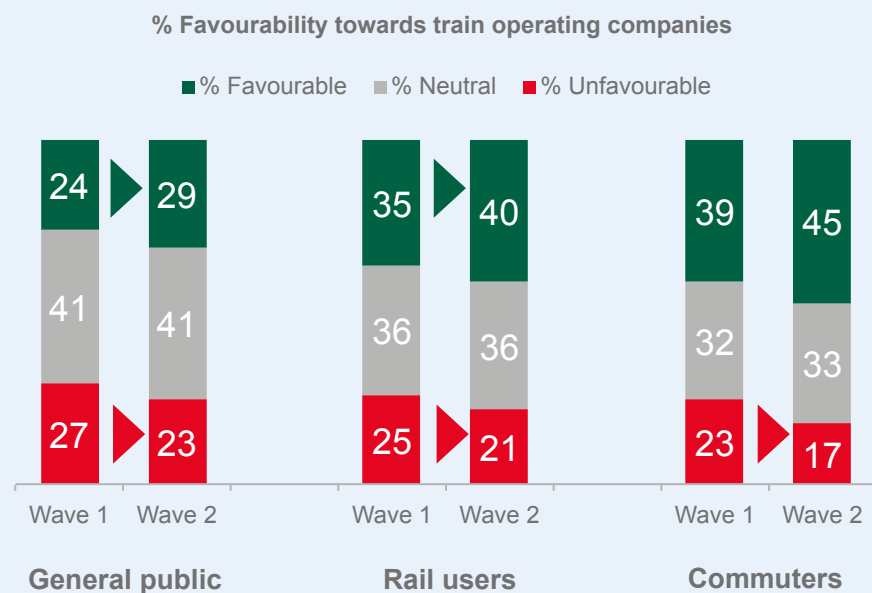
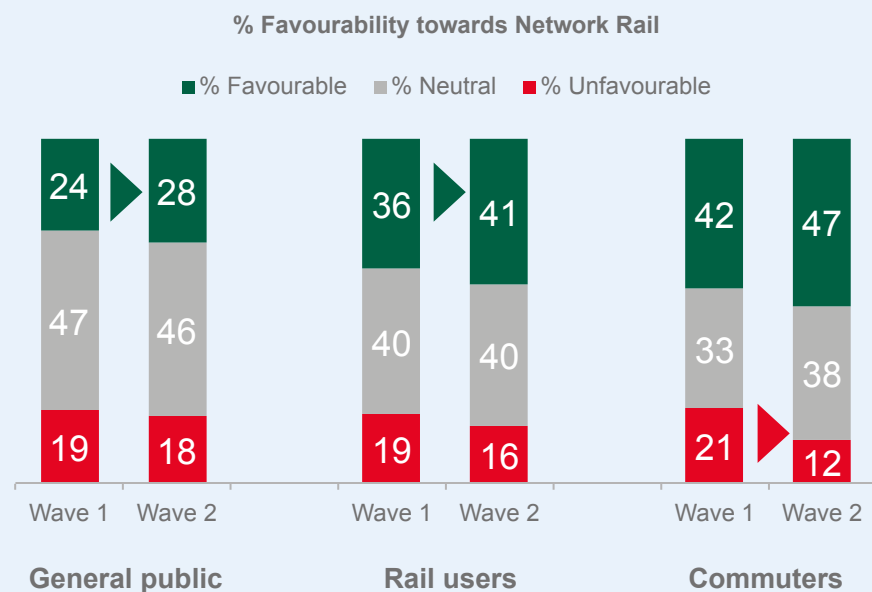
A strong relationship between public sentiment towards the rail industry and the first campaign burst among the general public is suggested in the monthly rolling data from the tracker run by TNS for Network Rail. This shows increasing levels of favourability and decreasing unfavourability among the public.



The decrease in unfavourability was bigger among rail users (29% => 20%) and commuters (29% => 18%) than the general public over this period (general public 29% => 22%). Results based on TNS research commissioned specifically for the campaign which measured sentiment before the campaign started (wave 1 from mid-August to mid-September) and then again across October (wave 2) during the campaign burst.

Results: *rail user and commuter sentiment towards Network Rail and train companies*

Public sentiment towards Network Rail and train companies followed a similar pattern of increasing favourability and decreasing unfavourability over the first burst (based on the TNS research commissioned for the campaign).



Results:

social media and website

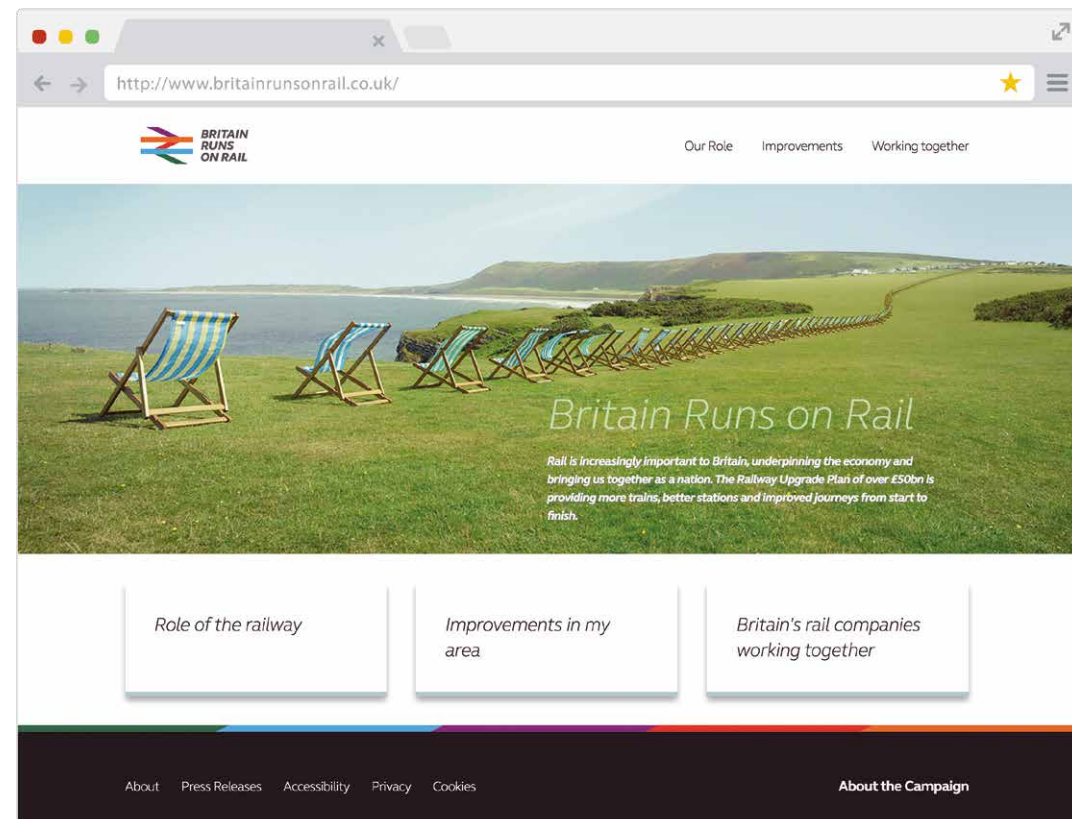
As part of the mitigation measures, we employed social media once the campaign was up and running, and then only to a limited extent.

Twitter - We never used Twitter proactively. We had plans ready should we be faced with a large scale attack on Twitter although this never materialised. We did react to, sometimes rebutting, specific tweets around sixty times. Overall Twitter sentiment was 36% positive sentiment, 47% neutral and 17% negative. Those that were negative tended to comment and reply to other comments more frequently.

Rail companies were more proactive in using Twitter, sending out tweets to support the campaign.

Paid Facebook - The four campaign posters were seen by over 4.5 million Facebook users from late September to the end of October. Over this period, we got 2,851 Likes or Loves and 1,994 comments were posted underneath the adverts, 99% of which were negative, or 0.04% of viewers. Despite the measures we employed to exclude Southern commuters travelling to London from the advertising, we were unable to entirely mitigate exposure. It is this group that were probably responsible for the majority of this negative sentiment.

Britain runs on rail website: The site was visited 107,069 times by 64,958 unique users, a respectable number for a campaign site designed to provide information (rather than anything transactional).



Website homepage

Results: stakeholders and our people

Government and industry stakeholders were overwhelmingly supportive of the campaign, with the lapel badges proving particularly popular. So far over 50k lapel badges have been given out.



Network Rail staff Intranet comments:

“This is great to hear. A whole of industry approach is surely the best way to demonstrate to our customers we are on the right track (so to speak), and are committed to delivering positive outcomes for the country”.

“Awesome campaign. Awesome RDG”.

Results: trade papers

Trade papers were also extremely supportive.

PASSENGER TRANSPORT

ISSUE 144 30 SEPTEMBER 2016

NEWS, VIEWS AND ANALYSIS FOR A SECTOR ON THE MOVE

EVERY FORTNIGHT

A Britain Runs on Rail poster highlighting investment by the industry

We will have over 5,500 new carriages in service by 2021

Britain's rail companies are working together to deliver over £20 billion of improvements to a failing 1990s-era network. Read on rail.

BRITAIN RUNS ON RAIL

Rail campaign can start 'honest conversation'

Rail Delivery Group wants multi-million-pound 'Britain Runs on Rail' campaign to trigger a public debate about issues the industry must tackle

Rail Delivery Group chief executive Paul Plummer has called for an "open and honest conversation" about the future challenges facing Britain's railways. His plea accompanied the launch of RDG's new multi-million-pound 'Britain Runs on Rail' campaign to raise awareness of the industry's £50bn Railway Upgrade Plan, and why it is needed. Plummer wants the campaign, developed by M&C Saatchi, to prompt a public debate about a range of issues the industry must tackle, all of which involve multiple parties and complex trade-offs, such as:

- How to balance taxpayer and passenger funding of the railway;
- How to reform fares regulation;
- How to modernise the railway to deliver the service passengers expect in the digital age, including introducing new forms of ticket;
- Where to focus investment to increase rail capacity;
- How to improve the structures of the industry.

"The industry needs to talk directly to people"
Paul Plummer, RDG

"It's time we had an open and honest conversation with the wider public... about the tough choices government, the industry and the country face if we are going to deliver the railway Britain needs and passengers want," said Plummer. "But to have that debate, we need people to think about the railway in a way they aren't used to – to consider what it does for them and for the country. The industry needs to talk directly to people to tell its story."

GEORGE MUIR: PAGES 20-21

NEWS

Abellio bid £600m more to win Anglia

04 Dutch-owned group made ambitious bid

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A futuristic trip on Lyon's driverless bus

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COMMENT

Our reputation is suffering. This matters

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Passenger Transport magazine

Analysis

Campaign seeks to spark debate on rail's future

The Rail Delivery Group has launched a campaign, masterminded by M & C Saatchi, to raise awareness of the £50bn railway upgrade plan and why it is needed, and to prompt a debate about "a range of issues the industry must tackle".

These include how to balance taxpayer and passenger funding of the railway; how to reform fare regulation so that train companies can make it easier for passengers to buy the cheapest fares; how to modernise the railway to provide "the service passengers expect in the digital age"; where to focus investment to increase rail capacity; and how to improve the structures of the industry "to enable train companies and Network Rail to excel".

Rail Delivery Group chief executive Paul Plummer said: "There are many challenges still ahead that we need to confront. It's time we had an open and honest conversation with the wider public – passengers, freight users and taxpayers – about the tough choices



government, the industry and the country face if we are going to deliver the railway Britain needs and passengers want. "But to have that debate, we need people to think about the railway in a way they aren't used to – to consider what it does for them and for the country. The industry needs to talk directly to people to tell its story."



Runway backers make last-minute bids to sway ministers

Promoters of the three schemes to add runway capacity in south-east England have stepped up their arguments in a last-ditch attempt to influence the Government's decision.

With a decision expected as early as next week, Heathrow indicated it could cut the cost of its third runway proposal by up to £3bn. Promoters of Heathrow Hub offered to match the saving on their own scheme. Gatwick reiterated its argument that the conclusions of the Airports Commission were flawed, and announced a deal with Bechtel to construct the runway if it is chosen.

Gatwick, which in recent weeks has been making the running on the PR front, announced a strategic partnership with the project manager of High Speed 1. It revealed it has been working with Bechtel for two years on a programme for building the runway and terminal, and that Bechtel believes the £7.9bn project

could be completed by 2025 if a decision is reached this year.

Bechtel's general manager for infrastructure, Amjad Bangash said: "We have provided Gatwick with robust plans for a second runway and are confident that this low risk project can be built to the highest quality, safely and sustainably – and that it can be operational by 2025."

Last month the airport submitted new evidence to the cabinet subcommittee which will make the decision, which it said showed the Airports Commission "drastically underestimated Gatwick's growth and made fundamental mistakes".

It argues that whereas the commission said Gatwick would not serve 42 million passengers a year until 2030, or fly to 50 long haul destinations until 2050, both were achieved this year.

It also argues that the commission ignored the fact that new generation aircraft "are flying further more cheaply", creating growth in direct long haul routes from local airports

and "removing the need to fly through hub airports".

For Heathrow, chairman Lord Deighton has indicated that it could cut £3bn from its £16.8bn third runway project, by scrapping proposals to put the M25 in a tunnel under the new runway, axing a transit system to carry passengers around the airport in favour of buses and reducing the size of the terminal buildings. This would speed up construction and allow the runway to open in 2024.

This would mean landing charges would not have to increase in real terms. There had been fears that the charges could double, causing concern among airlines and leading to vociferous criticism from Willie Walsh, head of British Airways' parent company.

Options for dealing with the M25 include a bridge or diverting its alignment. Scrapping the transit system could save £1bn. Heathrow Hub proposes doubling the length of the existing north runway and operating it

as two separate ones at a cost of £9.7bn. It says it could match Heathrow's savings but questions whether they are desirable.

Its promoters say their scheme is cheaper, simple, less disruptive and quicker to build, and its construction can be phased. A first phase, extending the runway with associated taxiways and aprons, would cost an estimated £3.8bn and would allow an additional 70,000 air traffic moments annually, using existing and already planned terminal capacity. An additional terminal and satellites could be added as a subsequent phase. It does not require the reconstruction of the M25/M4 junction or relocation of infrastructure such as an energy from waste plant.

If Heathrow is chosen it is expected that the issue could be put to a free vote in the House of Commons, allowing Conservative cabinet members who are against expansion to dissent. It is thought that there is a majority in favour of Heathrow expansion among the main parties in parliament.

Transport Times October 2016 7

Transport Times

Second burst

Considerable learning from the first burst is shaping the second. Filming is about to begin on the TV advertisement to be broadcast in March. There will also be a new creative route for group one (clocks) and group two audiences (work stations).*

*Adverts in development.



Before Christmas

We are also running for the first time “Britain runs on next day deliveries” in three national newspapers and other regional papers in early December.

**Advert in development.*





*Britain runs on
next day deliveries*



**BRITAIN
RUNS
ON RAIL**