

Making a difference  
one train journey  
at a time

Campaign Guidelines

**NetworkRail**





# Campaign Structure

## Key goal

Inspire at least one more train journey

## Campaign task

Inspiring people to use the rail network for at least one trip on a clean, green train

## Audience

Gen Z - extremely environmentally motivated infrequent rail users (18-26)

## Channels

### Paid media channels:

Out of Home

Spotify audio

Gum Gum

Social media

Metro partnership

### Owned media channels:

Social media

Online

Station collateral

## Dates

Paid media live from 26 February - 31 March 2024

## Messages

Making a difference 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.

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## 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.

To also evolve the 2023 Sustainability campaign ('A Greener Future'), by implementing learnings from the post-campaign analysis, and launching a new phase in early 2024.

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This campaign visually aligns with the **Nothing Beats Being There** campaign and the recent **Sustainability** campaign.

**The campaign imagery takes a documentary approach:**

- Embracing the raw authenticity of real-life moments
- Employing the available, natural light, to give an unfiltered feel to the colours, tones, and atmospheres of each scene, and to capture the genuine essence of its subjects
- Prioritising the storytelling through candid, unposed shots that convey emotional depth and provoke thought

Finally, whilst the feeling of natural light creates an emotional connection it also connects us symbolically to nature – a connection we strengthen in our scenes, with the glimpses of passing landscapes beyond the train window. The motion-blurred views outside reinforce our sustainability message.





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

**Making a difference  
one train journey  
at a time**

## Campaign typeface

Cabin  
Semibold  
*Semibold Italic*  
Regular

## Messaging sets

Proof points and  
substantiations

## Double arrow symbol



## Campaign toolkit assets

**Making a difference  
one train  
journey  
at a time**

Choosing the train instead of a car could save the same carbon as boiling a kettle 455 times.

[nationalrail.co.uk/greener](http://nationalrail.co.uk/greener)

The average train journey is 37.3km, emitting 1.32kg CO2e per passenger per journey. Making this journey by the average car emits 4.94kg CO2e per passenger (based on the average of all cars on the road of various types and engines, and average occupancy). This saves 2.82kg CO2e which is equivalent to boiling up to 455 cups of water in a kettle.

**Making a difference  
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at a time**

By switching from car to train, you could save enough carbon to power your phone for up to eight years.

[nationalrail.co.uk/greener](http://nationalrail.co.uk/greener)

Instagram

[nationalrail](https://www.instagram.com/nationalrail)

**Making a difference  
one train journey  
at a time**

**nationalrail** An average train journey puts nearly five times less carbon emissions into the air than making this journey by car.

Learn More

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nationalrail

By switching from car to train, you could save enough carbon to power your phone for up to eight years.

**Making a difference  
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journey  
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Like Comment Share

# 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 proof point is regular. 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**

## **Making a difference** *one train journey* *at a time*

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## **Making a difference** *one train journey* *at a time*

An average train journey puts nearly five times less carbon emissions into the air than making this journey by car.

**[nationalrail.co.uk/greener](https://nationalrail.co.uk/greener)**

A person travelling in an average car produces 0.167kg CO<sub>2</sub>e per km (based on the average emissions of all cars on the road of various types and engines), while National Rail trains on average produce 0.035kg CO<sub>2</sub>e per passenger per km. This means the average car is 4.7 times (nearly 5 times) more polluting.



# 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.



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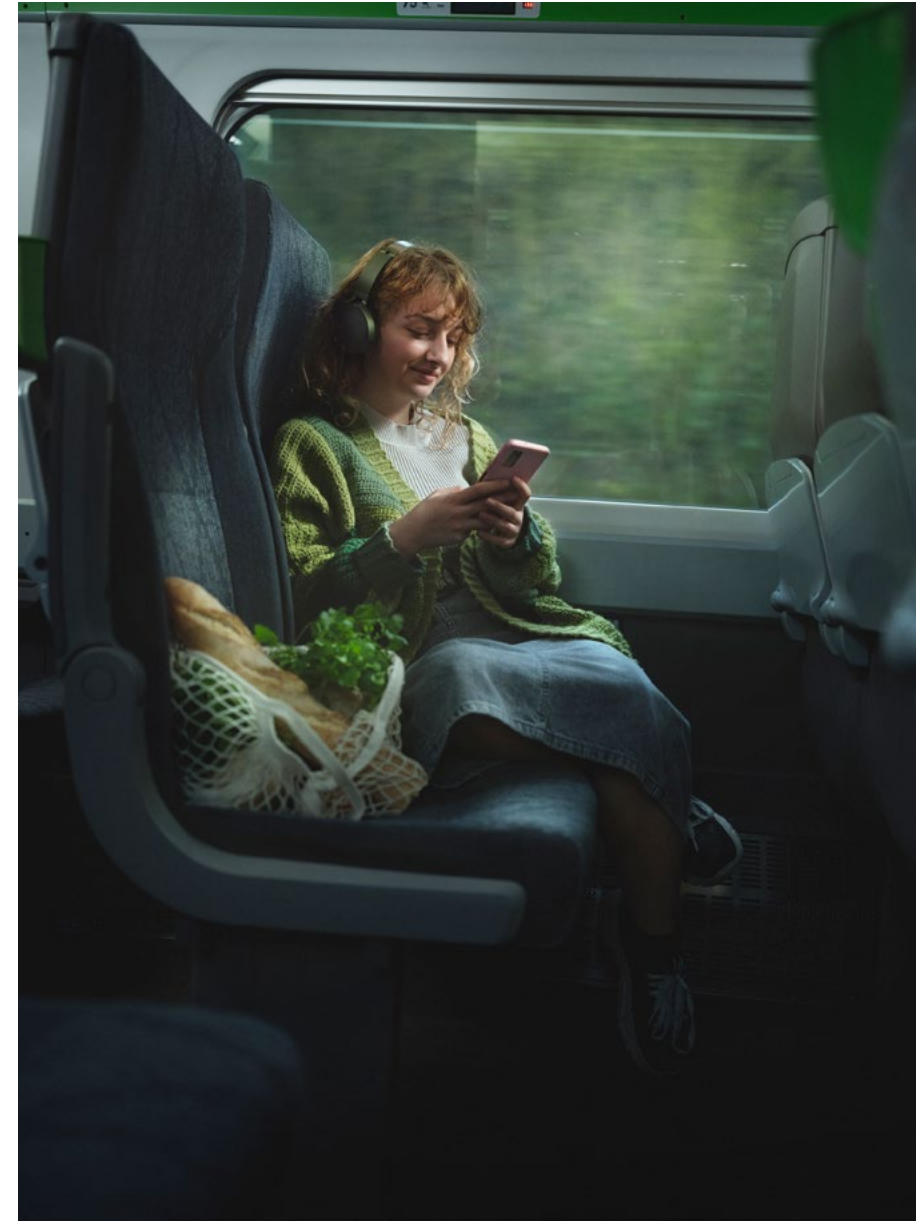


Based on a 10 part grid, the image occupies at least 5/10ths, up to 6/10ths of the grid, with the 4° crop at the bottom (portrait) or right (landscape).

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



# Campaign images





# Campaign 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](https://nationalrail.co.uk/greener)



Digital / Static motion OOH



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By switching from car to train, you could save enough carbon to power your phone for up to eight years.  
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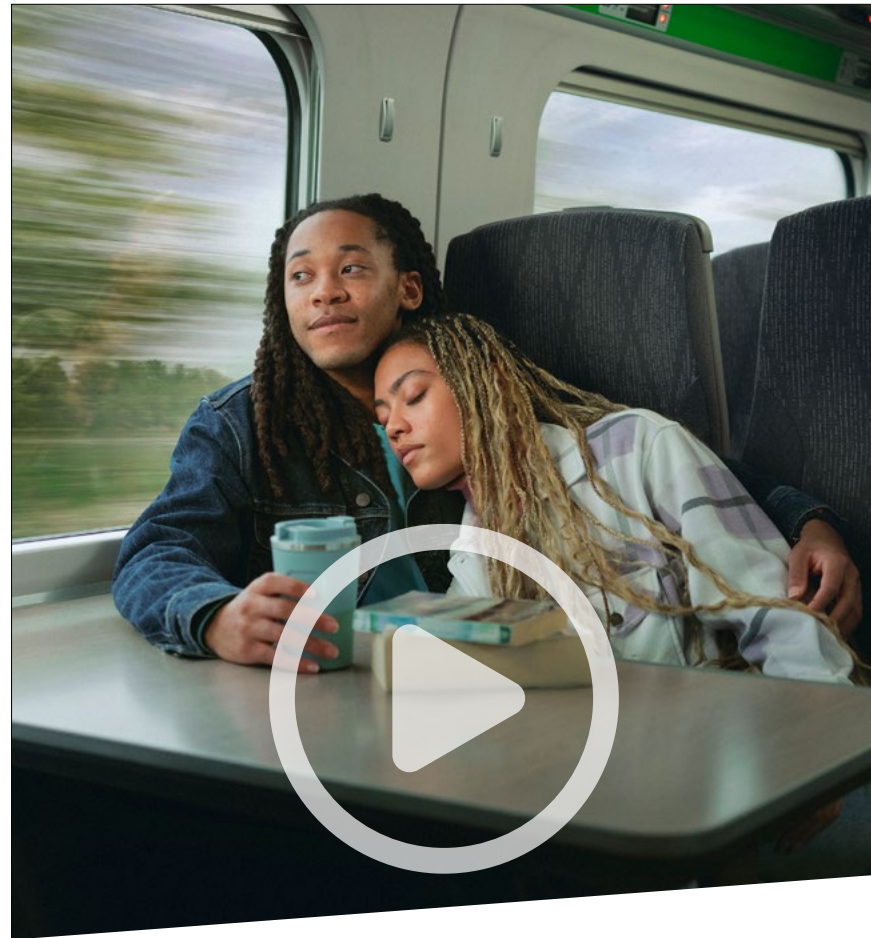
A person travelling in an average car produces 0.167kg CO<sub>2</sub>e per km (based on the average emissions of all cars on the road of various types and engines), while National Rail trains on average produce 0.033kg CO<sub>2</sub>e per passenger per km. This means the average car is 4.7 times (nearly 5 times) more polluting.





Digital MOTION

Portrait  
1080x1920px

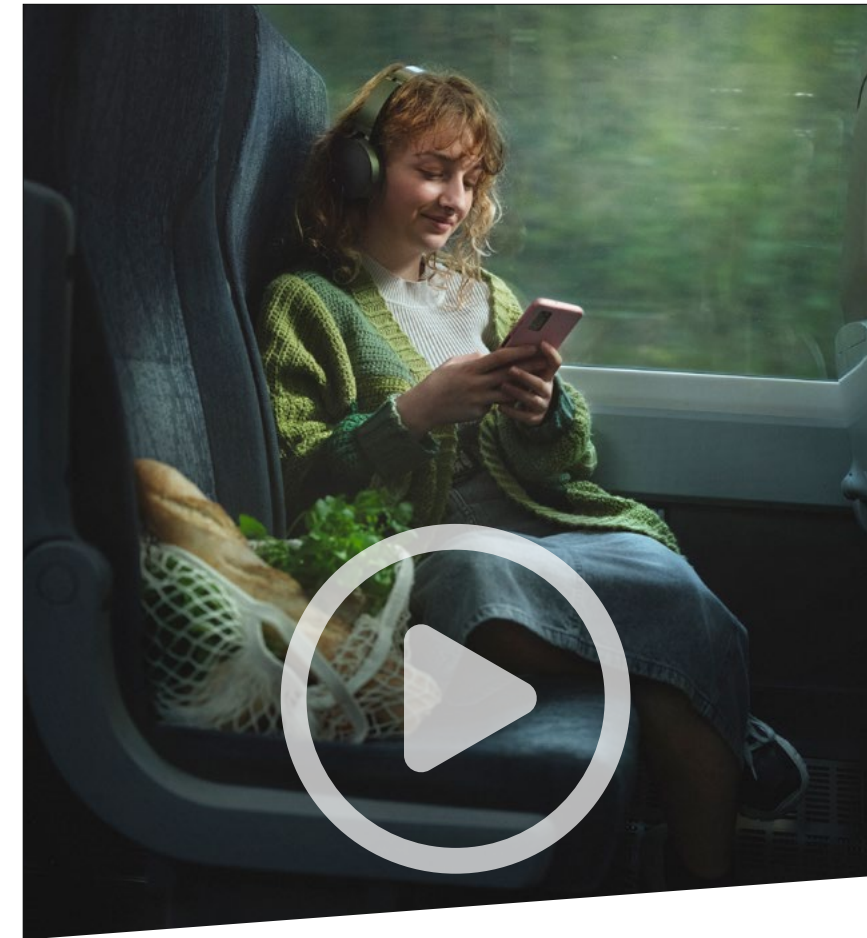


### Making a difference one train journey at a time

Choosing the train instead of a car could save the same carbon as boiling a kettle 455 times.

[nationalrail.co.uk/greener](https://nationalrail.co.uk/greener)

The average train journey is 37.3km, emitting 1.22kg CO<sub>2</sub>e per passenger per journey. Making this journey by the average car emits 4.48kg CO<sub>2</sub>e per passenger (based on the average of all cars on the road of various types and engines and average occupancy). This saves 2.82kg CO<sub>2</sub>e which is equivalent to boiling up to 455 cups of water in a kettle.

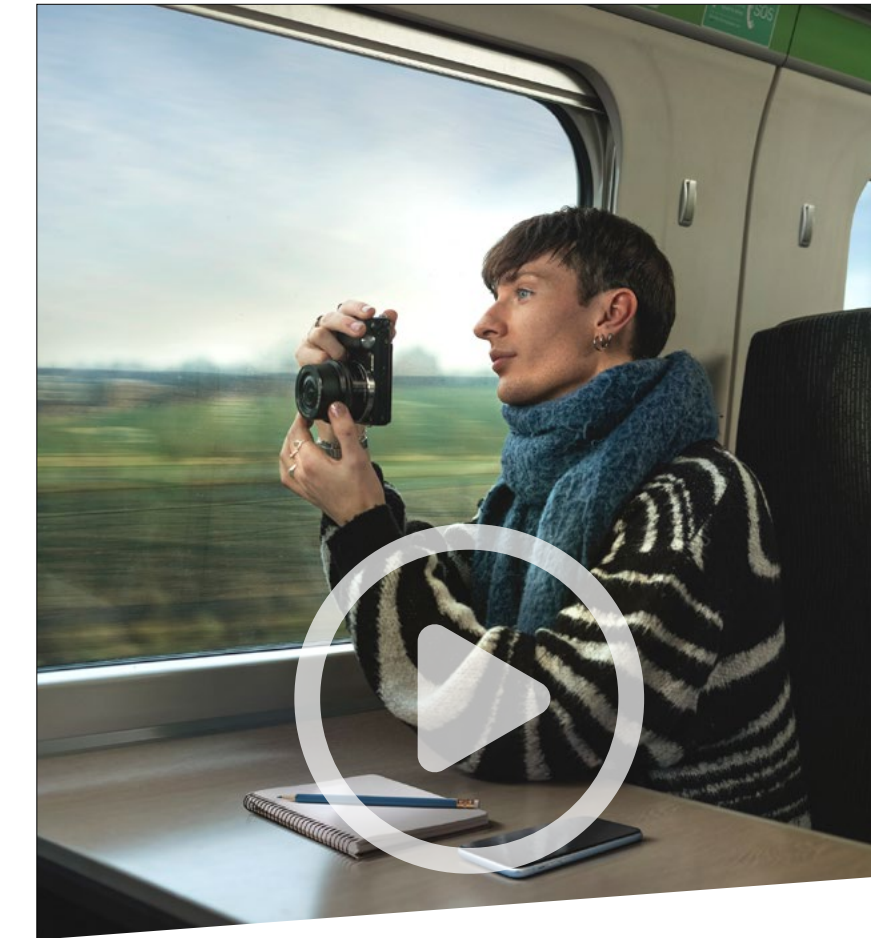


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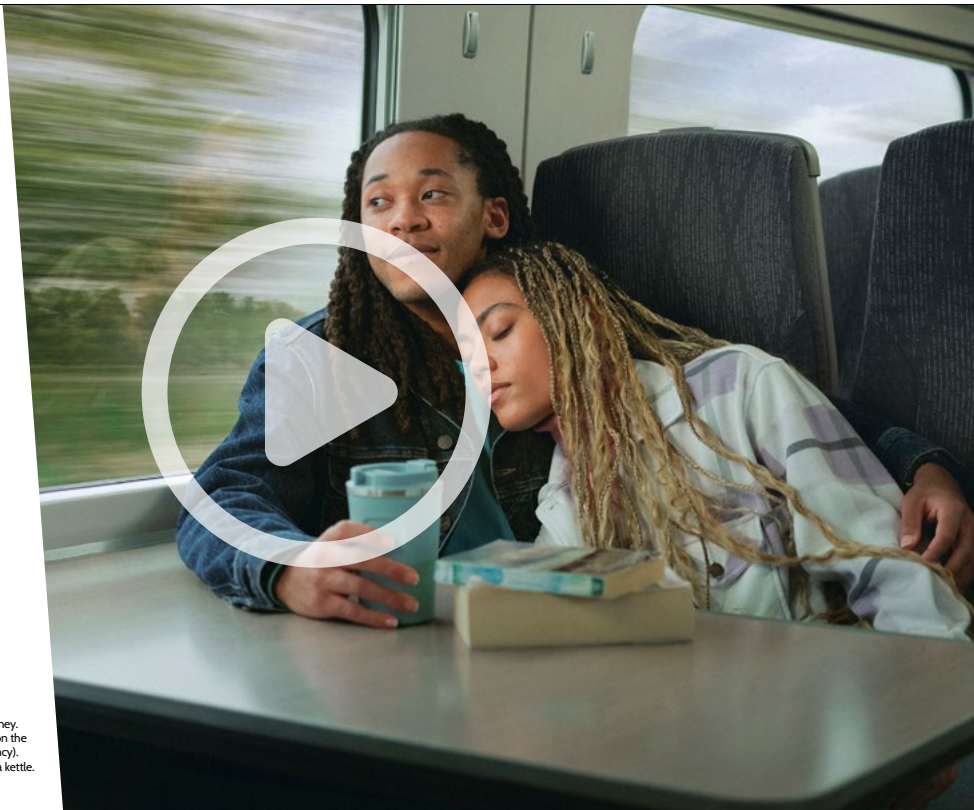


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Social






Social


Instagram 1080x1080px




Instagram    





 national.rail 









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**national.rail** Choosing the train instead of a car could save the same carbon as boiling a kettle 455 times.


[Learn More](#) 


Instagram    





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Instagram    





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Social

# Instagram Stories 1080x1920px

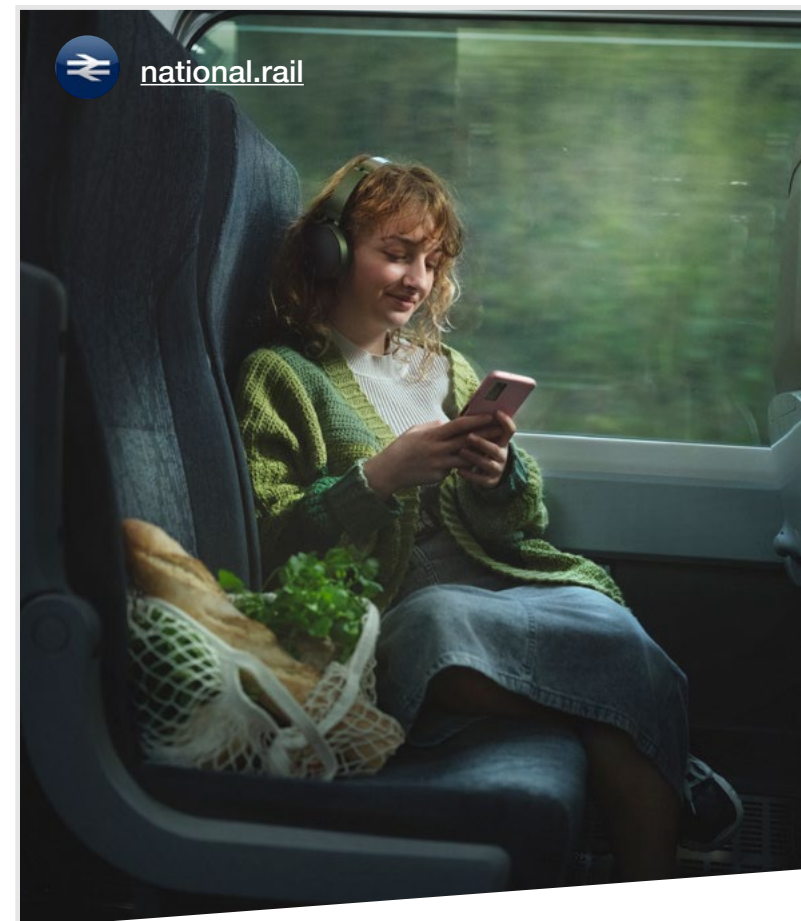


**Making a difference**  
*one train journey*  
*at a time*



Learn more

^  
See more



**Making a difference**  
*one train journey*  
*at a time*



Learn more

^  
See more



**Making a difference**  
*one train journey*  
*at a time*



Learn more


^  
See more



Social



Facebook 1280x720px







 national.rail ⋮

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Making a difference  
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 Like  Comment  Share


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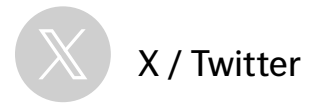



 Like  Comment  Share



Social



X / Twitter 1200x675px








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**Making a difference  
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journey  
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  2  4 


 national.rail ⋮

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  2  4 

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  2  4 



Social



# LinkedIn 1200x627px








 national.rail ⋮


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Making a difference  
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 7


 Like  Comment  Share  Send





 national.rail ⋮


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 7


 Like  Comment  Share  Send





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 7

 Like  Comment  Share  Send



Print assets



## In station posters

Poster assets have been supplied at the following specs:

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



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Online



# Online

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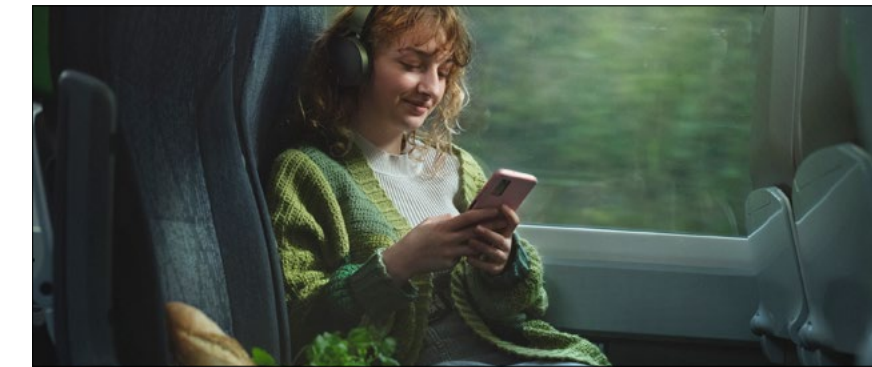
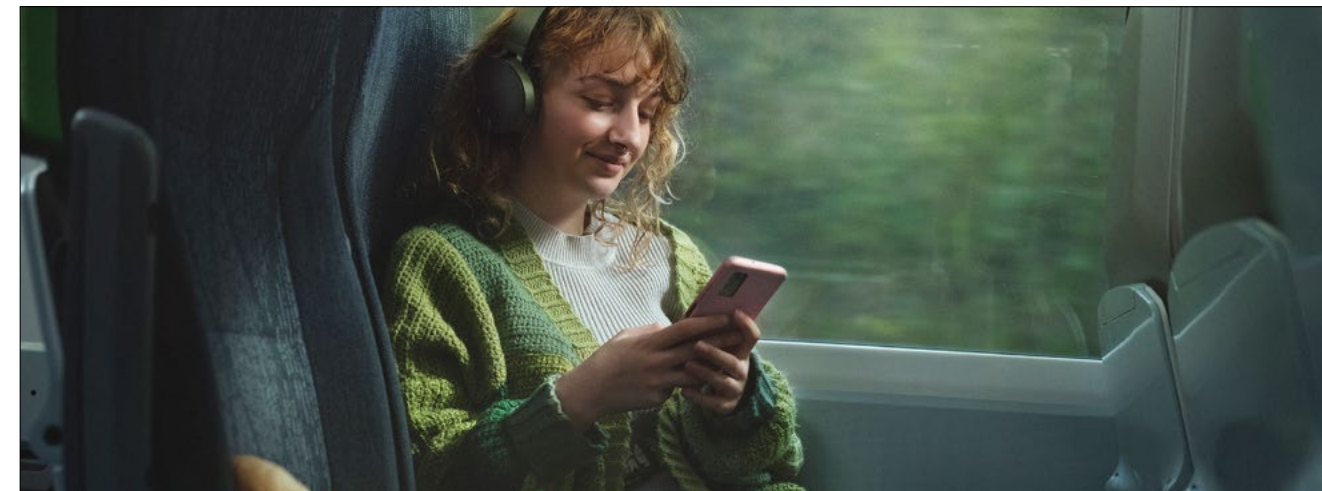
Web banner 1200x675px



Web carousel 1900x700x



WiFi Landing Page 600x250px







**The campaign messaging was developed by a cross-industry team in partnership with the national transport charity Campaign for Better Transport. Their expert analysis and rigorous approach was critical to the development of our proof points and substantiations.**

- The data behind this project has been a collaboration between Network Rail, Rail Delivery Group, Great British Railway Transition Team and Campaign for Better Transport who have acted impartially as data analysts.
- The proof points were created in partnership with Campaign for Better Transport and tested during qualitative research with people from the target audience.
- The research was carried out by the national transport charity Campaign for Better Transport between August and October 2023.
- Campaign for Better Transport used data from the Department for Energy Security and Net Zero (DESNZ) on Greenhouse Gas (GHG) emissions conversion factors for company reporting to calculate the average carbon emissions per km travelled by train, aeroplane, as well as cars of various sizes and engine types, and the respective saving from switching.