

Planned rail disruption

New Check Before You Travel (CBYT) creative Campaign toolkit

July 2024



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01 INTRODUCTION

This toolkit details upcoming creative changes to Network Rail's Check Before You Travel (CBYT) campaign, following a detailed strategic review since December 2023.

As a reminder, the national CBYT campaign informs passengers about planned rail engineering works over bank holiday periods and the impact on customer journeys. Regional resources are also produced which provide local advice. Network Rail have a legal obligation to run this passenger information campaign.

Our previous campaign featured the 'stick person' creative (see examples on right), which has been running since 2017. Given this length of time, the changes in travel behaviour post Covid-19, and the new Control Period (7), Network Rail's marketing and brand team commissioned extensive passenger and stakeholder research to improve campaign impact.



Examples of former campaign creatives

02 NEW CREATIVE DESIGN

Aisha



Jamal, Rosie & Ava



Misha & Danny



Hero for August BH

Maya & Hari



Noah



To increase engagement and reflect passengers better, our previous creative has evolved. The new illustration style is modern, eye-catching and colourful, with a bright, optimistic feel. This family of characters has been produced to give greater flexibility and variation each bank holiday as we rotate the characters over time.

Oli & Sienna



Grace



Arthur



02 NEW CREATIVE DESIGN

It's vital that this campaign retains its relevance and continues to appeal to our audiences. To help us do this, our illustrations will be adapted to reflect the seasons via changes to clothing and accessories.



03 CAMPAIGN CREATIVE AND MESSAGING

NetworkRail

Planning a trip by train this bank holiday?

Service changes:
Saturday 24 to Monday 26 August

Some train services will be affected as we work to improve the railway.

Check before you travel

nationalrail.co.uk/august



National Rail

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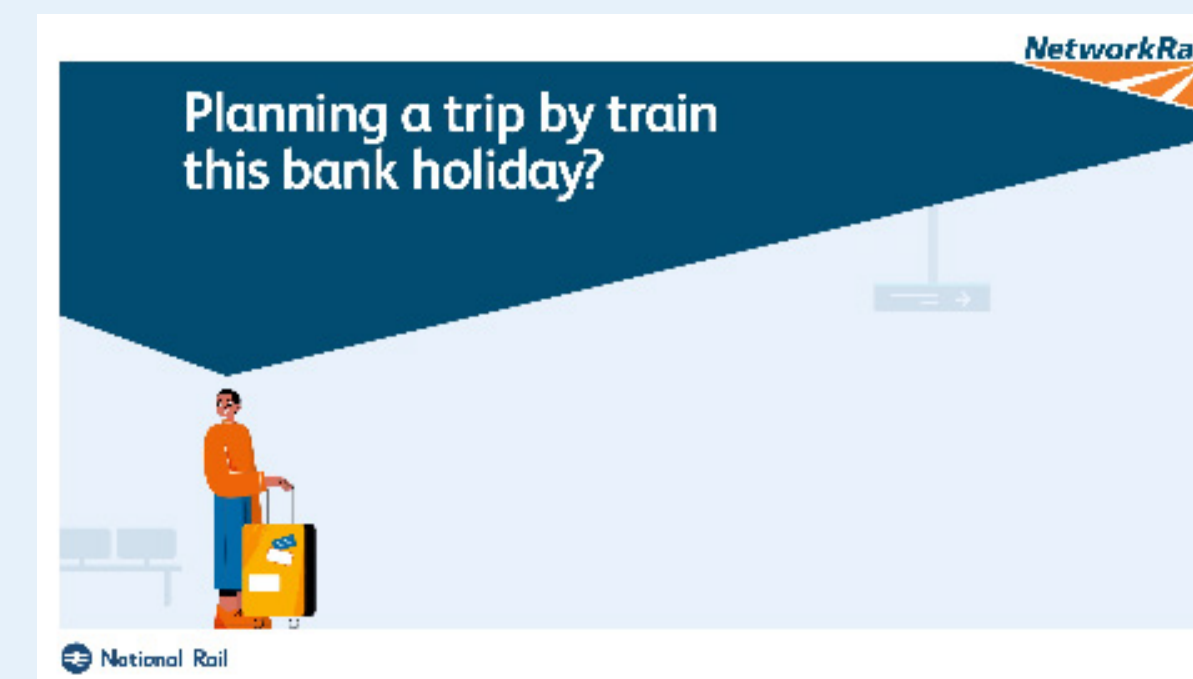
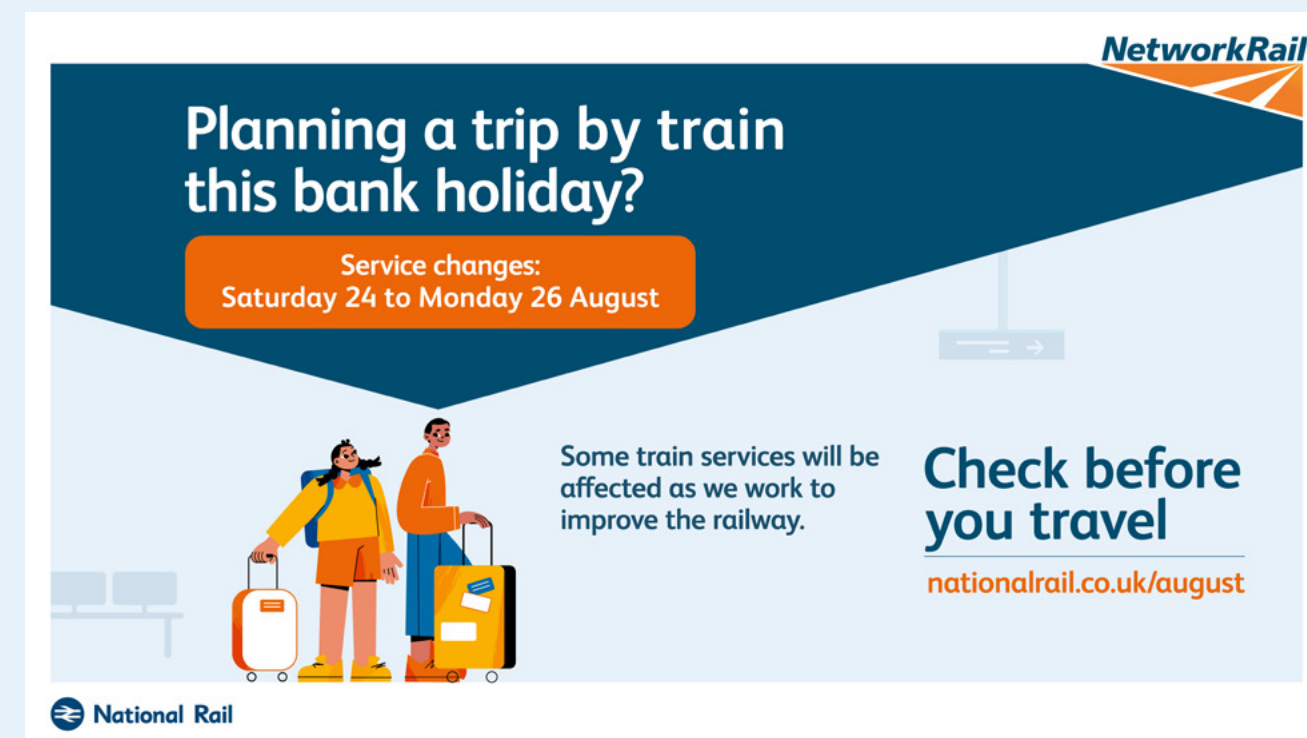
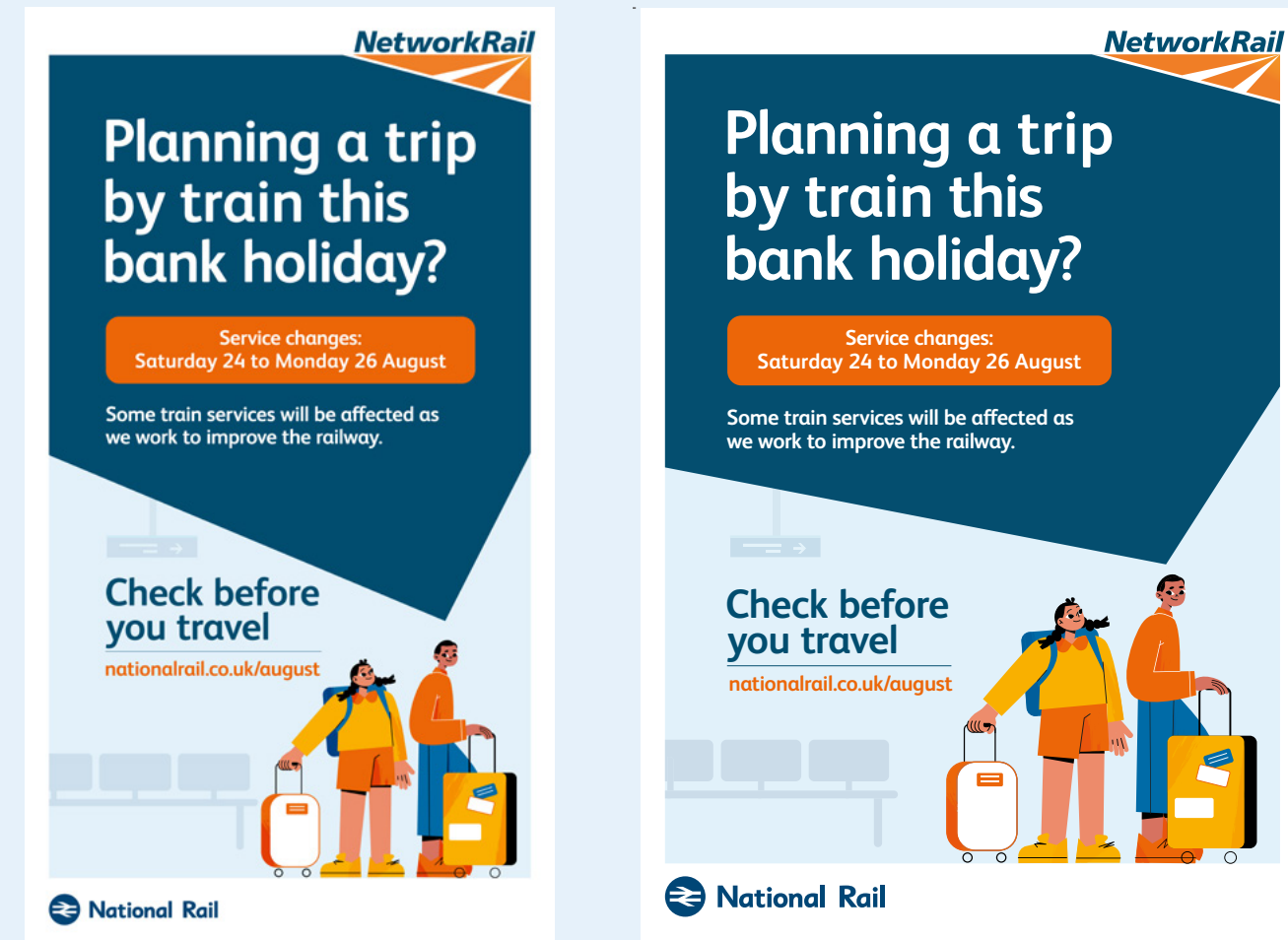
Check before you travel

nationalrail.co.uk/august



National Rail

04 RESOURCES



Statics

Animations

Link to campaign resources page [here](#)

05 COMMUNICATIONS CHANNELS

Paid media: to reach the public at scale - and the audiences identified in our recent research - an appropriate and considered paid media strategy has been developed by Universal McCann. This includes a wide range of above-the-line marketing channels.

CBYT is an integrated marketing campaign across paid, owned, low-cost, earned and internal channels.



05 COMMUNICATIONS CHANNELS

Paid Media		Channel	July				August				September
			08/07/24	15/07/24	22/07/24	29/07/24	05/08/24	12/08/24	19/08/24	26/08/24	02/09/24
Offline	Radio	Capital XTRA Jazz FM Sunrise Radio Community Stations x7									
	OOH	Roadside D6									
	Print	Metro (National) London Evening Standard									
Online	Programmatic Display	GumGum Brand Advance (New) Hawk Skyrise (New)									
	Site Specific	Trainline NRES									
	Audio	Spotify									
	Social Media	Meta									

Owned and low-cost media: in addition to our corporate and social channels, media placements are available within our estate – particularly at our 20 managed stations and on roadside billboard posters near rail bridges and level crossings.

06 NEW CAMPAIGN ON A PAGE

Goals / objectives:

1. To raise awareness of the planned engineering works amongst the target audience.
2. To minimise the dissatisfaction caused by disruption.
3. To reduce the chance of overcrowding in stations.

Audience:

The total audience remains as bank holiday leisure and business travellers, plus a new target audience identified: young males, aged 16-34 years old, employed, travelling with others and for leisure purposes (who are not planning train journeys, checking before they travel, or booking tickets in advance).

Key national messages:

- Some rail service changes
- 24 – 26 August 2024 (bank holiday weekend)
- Check before you travel at nationalrail.co.uk/august

Media channels:

An integrated marketing campaign across paid, owned, low-cost, earned and internal channels.

National and regional paid media includes: audio (radio + Spotify), press, digital, social media, billboards.

Campaign dates:

- **Start:** 8 July (in NR managed stations), 15 July (on paid media).
- **End:** 26 August.



07 CONTACT

For help, guidance, or queries on any content contained
within this toolkit, please contact:

Jessica.Lawrence4@networkrail.co.uk or Marketing@networkrail.co.uk.

Appendix

08 PASSENGER RESEARCH: CREATIVE RESULTS

- Passengers want simple, catchy, accessible creative that appears 'official', with preference for the Network Rail design style.
- Passengers want short, informative, easy to remember taglines or sentences.
- Passengers want certainty around the disruption, to motivate them to take action, and only a brief mention of the railway improvements for context.
- 'Check before you travel' was still the phrase passengers preferred.

The new creative scored highest for being informative, interesting, easy to understand and believable, encouraging them most to look for works affecting their journey.

But, since the new style is an evolution of 'stick person and dog', it was reassuring to know that passengers value and trust the campaign style we've produced since 2017.

08 PASSENGER RESEARCH: AUDIENCE INSIGHTS

- It is still mainly leisure travellers who travel at bank holidays, but business travellers and commuters shouldn't be excluded.
- Two thirds of journeys were planned in advance and 52% purchased tickets in advance.
- The two most important messages were disruption dates and where to find more info.
- Launching the campaign 6-7 weeks before the bank holidays stills feels right.
- The National Rail website was used most to check for potential disruption.
- Media options should be considered for those with accessibility needs, non-English speakers, the digitally excluded and international travellers.
- Passengers least likely to check in advance are younger, male and leisure travellers.
- Those more likely to check in advance are female, older and travelling with others.

