

The logo for the CIPR PRIDE AWARDS 2019 Gold Winner. It features the text "CIPR PRIDE AWARDS 2019" in white on a black background, followed by the words "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

**Category:** Integrated Campaign

**Company:** Weber Shandwick Scotland and Caledonian Sleeper

**Entry title:** Dream Big with the new Caledonian Sleeper

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**Brief and objectives:**

Caledonian Sleeper was finally set to introduce its new fleet of overnight trains between London and Scotland, replacing 40 year-old stock and a very tired service.

The trains – for the first time featuring rooms with double beds and en-suite toilet and showers – were set to transform the rail industry. But how could we capture the public’s imagination before they entered service?

We were given this mammoth task: create a marketing campaign unlike anything that had ever been seen in the industry, and use it to drive awareness of the new trains and – crucially – drive sales.

Harnessing the full power of our team, we brought together insights, creative, design, advertising, social and media relations to bring to life the new Caledonian Sleeper... and encourage our audience to Dream Big.

Our objectives were to:

- Achieve a minimum of one million opportunities to see across target media
- Secure more than £500,000 in revenue between January and March
- Generate a minimum of 50,000 views of the campaign film
- Increase sales in the post-launch period by 50%.

**The idea, research and planning:**

Extensive audience analysis was conducted using Experian Mosaic, TGI and VisitScotland data to understand our target audiences (UK “discerning and business travellers” and international “bucket-listers”).

Both audiences want a special experience, to make the most of their pressured time, and they expect high quality. We needed to ensure our campaign captured the benefits for both groups.

We wanted to understand what makes Caledonian Sleeper stand out from the crowd. Time and time again, the word we heard back was 'magic' - there was something special about the Sleeper that resonated with travellers.

We knew our campaign had to bring that idea to life and show that the Sleeper delivers timeless experiences. For generations, people have taken the Sleeper to realise their dreams and it was that insight that led us to embracing the magic of Caledonian Sleeper and create our campaign – Dream Big.

Of course, having an idea was one thing. We needed a piece of hero content that could bring our idea to life... something that would make an impact on our audience and convince them to travel on the new trains.

### **Strategy, tactics, creativity and innovation:**

Our creative team took the Dream Big idea and conceptualised a short film which told the story of Marilyn, a young woman with a big dream who would take the Caledonian Sleeper from Scotland to London for a once-in-a-lifetime West End audition.

We went to great heights – literally – to make the film. We took to the skies in a helicopter, capturing a test train as it made its way across the Scottish Highlands. An overnight shoot in Glasgow Central saw us bring the train in under the cover of darkness.

While work continued on bringing the short film to life, it remained under wraps until the launch. That meant we had to find other ways to raise awareness in the months before launch.

We had plenty to get on with:

- A pre-launch campaign highlighted the main benefits of Sleeper
- Announcing comedian Susan Calman as the 'voice' of the new service
- The launch of a new consumer website
- A media showcase event two weeks before launch.

Seeking to build on the timeless experience of the new trains, we developed a suite of retro-style posters celebrating the heritage of the service while pointing towards its exciting future. Debuting on social media, these proved hugely popular with a clamour for Sleeper to start selling them – a genuine new revenue stream!

### **Delivery:**

The new trains came in to service late on a Sunday night – not ideal timing for a media launch – so we had to improvise for maximum impact. We were given permission to bring a limited number of media onto a demonstration train which was running two weeks before launch.

Despite the limitations, we blew the client away. We carefully selected media – BBC, STV and Press Association – and brought them on board. The BBC ran a four-minute report on Good Morning Scotland, while it also merited an extensive feature on Reporting Scotland and The Nine – not to mention pieces on BBC World Service, BBC News Channel, Radio 2 and Radio 4. STV also ran several pieces while thanks to Press Association, we had a clean sweep of the biggest national press titles.

And on launch night itself, we were kept busy with:

- The debut of Dream Big across our advertising platforms, from giant screens across stations to branded taxis, programmatic display advertising, video skin takeovers and newspaper pull-outs
- A celebration event at Glasgow's Central Hotel, where we debuted our Dream Big campaign film to stakeholders and politicians
- Pipers welcoming the first train into Glasgow Central, followed by ribbon cutting with the Secretary of State for Scotland and the Cabinet Secretary for Transport
- Journalists travelling from Glasgow and London on the first trains – publications included The Times, Guardian, The Telegraph, Daily Mail, Financial Times, The Observer, The Scotsman, STV and several rail trades.

### **Measurement and evaluation:**

The launch exceeded the client's wildest dreams:

- More than 2,389,000 opportunities to see from launch coverage alone
- The pre-launch campaign between January and March generated £660,000 of tracked revenue across digital and social media advertising
- The Dream Big film has been viewed over 125,000 times on YouTube
- A 211% increase in website users, and 133% increase in page views, in the four weeks after launch compared to the four weeks previous
- Second biggest trending subject on the BBC across the UK on the day of the media showcase.

### **Budget and campaign impact:**

The total budget for the campaign was £350,000, which included staffing costs as well as creative, photography, partnerships and social media activity.

The impact of the campaign was immediate with sales on day one up 280% compared to previous average daily sales. Revenue in the four weeks after launch was 43% up on the four weeks previous. In addition the train is now largely sold out over the coming summer period.

Caledonian Sleeper's MD has described Dream Big as one of the best UK rail advertising campaigns in generations.