**Category:** Travel, Leisure or Tourism Campaign  
**Company:** Weber Shandwick Scotland  
**Entry title:** Caledonian Sleeper: Waking up in the Scottish Mountains

**Brief and objectives:**  
Each year, Caledonian Sleeper – the overnight rail service – aims to encourage travellers in London and the surrounding area to travel on the train to enjoy snow sports in the Highlands.

Following previous successes, we were challenged to create a compelling campaign that worked for our key audiences and improved on results from winters gone by.

Bringing together our team of experts across insights, design, content, digital and media relations to interrogate what we knew about our offering and our audience and find new ways to speak to them – and ultimately break some records. Again.

Objective 1: Secure revenue of £120,000 between London and the Scottish Highlands between December 2017 and March 2018.

Objective 2: Secure minimum of one press trip with national newspaper

Objective 3: Secure a high-profile partnership to help promote the campaign

Objective 4: Use the campaign to increase number of Facebook followers by 1,000

**Rationale behind campaign, including research and planning:**  
Our insights team has built up a profile of our key audiences using a combination of Target Group Index (TGI) and Sleeper customer data. That gives us a unique understanding of our target audience for this particular campaign – snow sport enthusiasts living in and around London.

Dubbed ‘Adventurous Londoners’, we knew this group of predominantly 18 to 34 year olds were more likely to go on skiing holidays than the average person. They were also spontaneous by nature, with 60 per cent being fans of last minute breaks. Finally, our key learning from running previous campaigns was that this audience loved photography.

This would have to affect any media we worked with, the copy and visuals of our ads, the tone of any social collateral and the partners we approached. Every element of our
campaign had to talk to adventurous, inspirational and spontaneous individuals. And every element of what we did had to be beautiful.

Delving deeper into our audience, we saw that they had a love of photography and we quickly realised that we would need to build striking imagery into the campaign if we wanted our message to resonate – and convince them to make bookings.

**Strategy and tactics, including creativity and innovation:**
Combining the strengths of our insights, PR, digital and content teams, we put together a plan that would be relevant at all stages of the customer journey, with our core theme of adventure at the heart.

Our first task was to find a strategic partner. Ski and snowboard filmmakers Warren Miller have been the pinnacle of their craft for almost 70 years. Not only are they an international operation followed by millions of our target snow sport enthusiasts, they brought heritage, credibility and influence to our campaign – not to mention incredible visuals.

A typical travel campaign focused on last minute bookings would typically play up the urgency factor, but that flew in the face of our brand platform. Caledonian Sleeper’s vision is to be the most relaxed, enjoyable and welcoming transport operator in the UK and urgency has no place in that world.

So our creative process doubled down on that, with a clear and calm message and imagery that would convince our audience that they just had to sample the great outdoors in Scotland.

To ensure we had regular social media content, we created weekly ‘weather reports’. These were created reactively, focusing on the location with the best snow conditions on the day. They were then made into branded Caledonian Sleeper graphics and shared across social channels, as well as promoted to a London audience interested in snow sports.

**Implementation of tactics:**
Through our partnership with Warren Miller, we sourced striking photography and paired it with simple, inviting copy encouraging people to ‘wake up at the foot of the Scottish mountains’ with a clear ‘book now’ mechanism. Used across digital display and social media, these adverts were targeted at those living in and around London, aged between 18 and 34 who had expressed interest in snow sports.

We announced the campaign via a press release, which we used to hook target media into taking part in press trips. These were arranged in partnership with Visit Cairngorms, ensuring that visiting journalists would be able to travel in style before enjoying an action-packed weekend in Aviemore.

As expected, there was huge appetite from media and we secured press trips with various outlets including the Daily Mail, The Sun, Newsquest, In the Snow and Skier and Snowboarder with coverage appearing at various points through the campaign.
This was supported by a series of editorial features which were used to generate further online and print coverage as well as blog posts for the Caledonian Sleeper blog platform. Key themes included Making the most of Scotland’s apres-ski scene, Family ski experiences and Discover Scotland’s winter wildlife.

**Measurement and evaluation:**
The success of the campaign was unprecedented, with a huge number of bookings made and significant revenue growth for Caledonian Sleeper.

Objective 1 Secure revenue of £120,000 between London and the Scottish Highlands between December 2017 and March 2018

Result Revenues of £626,000 and a return of investment of £40 for every £1 spent

Objective 2 Secure minimum of one press trip with national newspaper

Result Four press trips secured including ones with The Sun and Daily Mail

Objective 3 Secure a high-profile partnership to help promote the campaign

Result Partnership agreed with Warren Miller, resulting in substantial additional exposure

Objective 3 Use campaign to increase number of Facebook followers by 1,000

Result Throughout the campaign, we increased the number of Facebook followers by 1,700 – largely through our weather forecasts

**Budget and cost effectiveness:**
The total budget for the campaign was £30,000, which included staffing costs as well as advertising, photography, partnerships and social media activity.

The campaign generated a revenue of more than £626,000, a return on investment of almost £40 for every £1 spent.