

# Ready when you're ready

nurturing the mass market back to rail



West  
Midlands  
Trains

STRATEGY	MESSAGING	CONTENT	ACTIVATE	
AWARENESS	<b>BRAND / CATEGORY BUILDER (NEUTRAL MESSAGING)</b>	<ul style="list-style-type: none"> <li>• Hero piece: TV ad (see Appendices)</li> <li>• Positions 'Ready, when you're ready'</li> <li>• Designed as Neutral Messaging to run throughout the campaign for as long as needed.</li> </ul>	24 May	<b>WORD OF MOUTH:  STATION WELCOMES IN PREPARATION FOR THE RETURN</b>
INTEREST	<b>BUILDING REASSURANCE (NEUTRAL MESSAGING)</b>	<ul style="list-style-type: none"> <li>• Cleaning</li> <li>• Your safety is our priority</li> <li>• Plan ahead</li> </ul>	12 April / 17 May (TBC)	
DESIRE	<b>MEANINGFUL MOMENTS (INSPIRE DRIVERS)</b>	<ul style="list-style-type: none"> <li>• Loved ones</li> <li>• Shopping</li> <li>• Days out</li> </ul>	TBC	
ACTION	<b>ENCOURAGING TRAVEL (CONVERSION DRIVERS)</b>	<ul style="list-style-type: none"> <li>• Off-Peak tickets</li> <li>• Flexible commuter tickets</li> </ul>	TBC	



# Reminder of target audience

(driven by national survey & our own customer panel)

## ONE CONSUMER GROUP MOST IN NEED OF NEAR-TERM REASSURANCES

	Happy Traveller 44%	Concerned Doer 10%	Need Persuader 29%	Absolute Notter 17%
Motivation	<ul style="list-style-type: none"> <li>- View that life goes on - want to return to normality</li> <li>- Work / leisure / staycations / shopping / socialisation</li> </ul>	<ul style="list-style-type: none"> <li>- Might be their only available mode of transport</li> <li>- Might be line of work with no WFH option</li> </ul>	<ul style="list-style-type: none"> <li>- Phased return to work might require it of them (potentially fewer times a week)</li> <li>- Staycations and day trips</li> <li>- Local leisure and seeing family</li> </ul>	<ul style="list-style-type: none"> <li>- No motivation to travel</li> </ul>
Barrier	<ul style="list-style-type: none"> <li>- Existing prev barriers to leisure for families,</li> </ul>	<ul style="list-style-type: none"> <li>- Fo</li> <li>- Co</li> <li>(ra</li> <li>ma</li> <li>- Mi</li> </ul>		<ul style="list-style-type: none"> <li>- Fear of personal safety / that of family</li> <li>- Vulnerable / shielding</li> </ul>
Opportunity	<p><b>LIFE GOES ON – WILL RETURN QUICKLY WITHOUT MUCH NUDGE</b></p>	<p><b>BIGGEST OPORTUNITY TO NURTURE BACK</b></p>	<p><b>WILL CONVERT ONLY WHEN 100% READY</b></p>	
What can we do about them?				
Overall job to do	Inspire them to make new journey types	Reassure them it is safe to take the train for their work and leisure		Lay down groundwork for longer term (post-vaccine) reassurance
		<p><b>Treat as one group— “Need Reassurances”</b></p>		

# Proactive Messaging Strategy



Not final

## Building Reassurance

1. We **sterilise our carriages** several times a day, so you can travel with confidence
2. Your safety is our priority, we're **regularly cleaning**, so we ask you to wear a mask (if you can)
3. With our traffic light system you can **plan ahead**, so you can worry less about getting a seat (*short time only*)

## Tapping into meaningful moments

1. **Loved ones** – when you're ready for a catch up, you can get there with confidence.
2. **Treasure hunters** – when you're ready to find that perfect gift, you can get there with confidence.
3. **Culture vultures** – when you're ready to get out and about again, you can get there with confidence
4. **Weekend explorers** – when you're ready for the sights again, you can get there with confidence.

## Encouraging travel through products

1. Save with our **flexi ticket**, and travel when it's right for you.
2. Off-Peak/ Advance propositions

## Lockdown variant

1. When you're able to travel again, we're ready

# We'll help customers make

wmr.uk/howbusy

wmr.uk/socialdistancing



# oice

## How busy is my train?

Check how busy your train is – now or in the future.



### Selly Oak to Birmingham New Street

Social distancing forecast is based on average demand on a typical day, actual demand may fluctuate.

■ Quiet
 ■ Moderate
 ■ Busy

Departing	Journey heat map	Stops	Arriving	Duration	Available seats	Journey load	
00:02		3	00:12	10 mins	289		<a href="#">Details</a>
00:08		3	00:19	11 mins	289		<a href="#">Details</a>
06:32		3	06:42	10 mins	578		<a href="#">Details</a>
06:41		3	06:52	11 mins	578		<a href="#">Details</a>
07:01		3	07:11	10 mins	289		<a href="#">Details</a>

## How busy is my train today?

### On train

**#WMRUPDATE (PM):** Social distancing is working well across most of our stations and services ●

➔ Please remember you must wear and keep your face covering on when travelling with us, unless exempt 🧢

Apr 22, 16:00

**#WMRUPDATE (AM):** Social distancing is working well across most of our stations and services ●

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Apr 22, 07:05



### At stations

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# We will continue to talk about this too (just like last year)

ALL TRAIN TIMES  
HAVE CHANGED.

Currently, weekday  
train travel will  
be quieter between  
10am - 3pm



or after 6pm



Please check live  
travel updates...



and plan ahead

# We'll continue to provide confidence that rail is safe.

wmr.uk/coronavirus

Not final – edits in progress

## How we're keeping you safe

What to expect at your local station. Copy link

Watch on YouTube

Video: What to expect at your local station

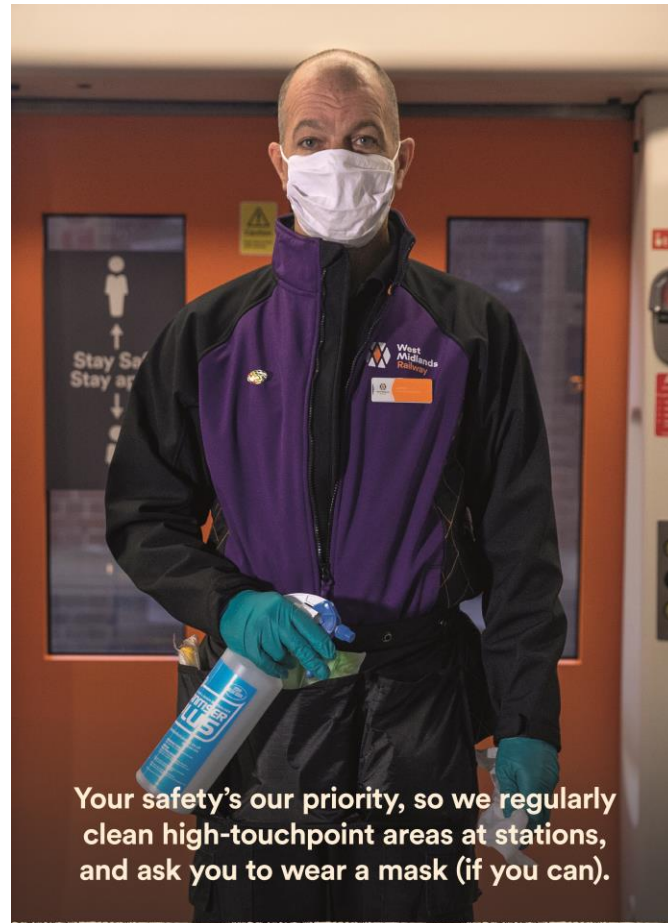
## Changes to our timetables

We've introduced an amended timetable that reflects the current demand for our services. Online journey planners are showing the right times and downloadable timetables are available.



## Extensive and frequent cleaning

We have stepped up our cleaning on board and at stations, using the latest antiviral equipment and techniques. Watch our video to see our team in action.



Your safety's our priority, so we regularly clean high-touchpoint areas at stations, and ask you to wear a mask (if you can).

**Ready when you're ready**

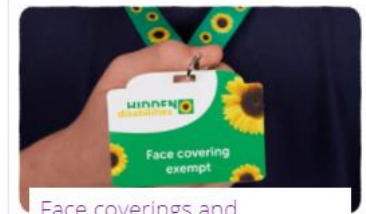


## Good to know



[Full travel guidance >](#)

Read our full travel guidance to make sure you can travel with confidence.



[Face coverings and exemptions cards >](#)

Face coverings are mandatory. There are exemptions to this. Learn more here.



[Assisted travel >](#)

Our teams are on hand if you need assistance during Covid-19.



[Refunds & changing tickets >](#)

During this time, there are changes to our refund policy due to Covid-19.

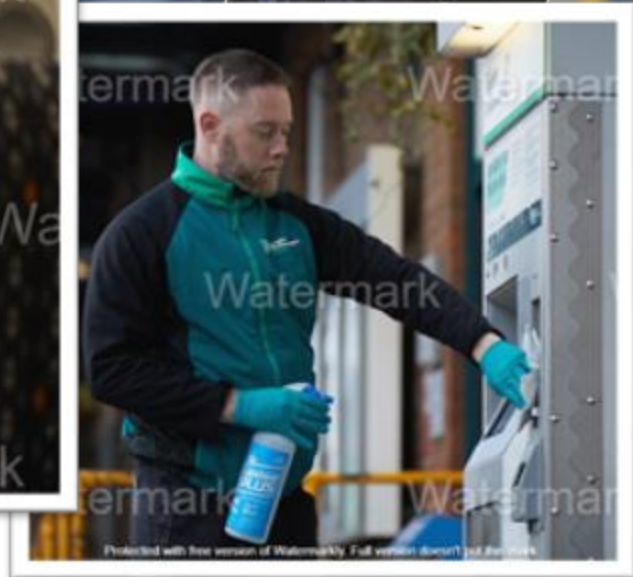
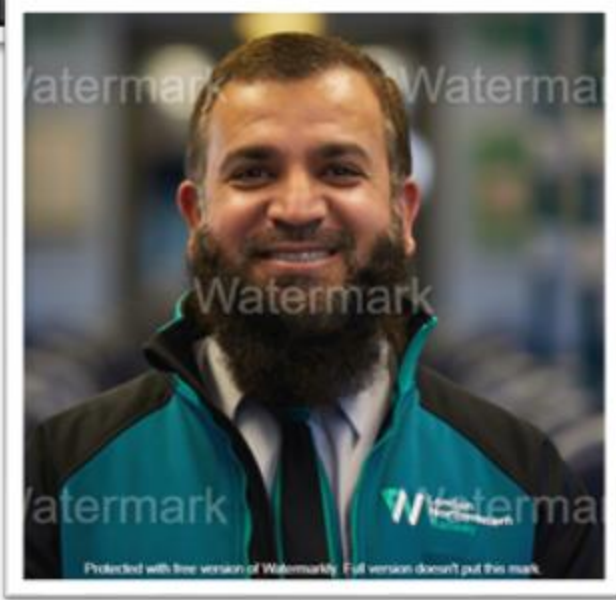
# Creative strategy

- Real People focussed captured very naturally through photography, talent is a mix of staff & customer community heroes, informed by our target audience research
- Inclusion has been a key focus – profiled our 4 geographies (WMR, LSE, WC, London) to ascertain the highest proportion of ethnic groups under represented in our customer base which has informed our talent recruitment, Impairments are also represented with a wheelchair user and a visually impaired person
- Emotionally driven initially, product comes later down the line
- 4 photoshoot days covering 14 different locations across Nuneaton, Crewe, Rugby & Coventry with a production crew of 15 people and 48 talent to co-ordinate and manage.
- TV Ad is multi-branded but all other media types will then be one or the other
- Adopting a digital first strategy – this enables us to be super agile
  - **3 TV ad variants:** mask on/off + lockdown (neutral messaging)
  - **14 digital templates** to cover **31 different types of messaging** – for each brand, that's **248 variants.**
  - **6 social videos** – for each brand
- Historically our campaigns with this level of messaging consideration deliver a 73% increase on click through rates versus the benchmark.



# Sneak preview – staff talent

Not final – edits in progress – Mask versions available

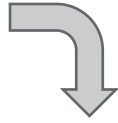


# Sneak preview – lifestyle

Not final – edits in progress



TV ad script



Some of us are quick off the mark...  
Some of us take our time.  
Others are more instinctive...  
some of us are patient,  
some practical...  
and some unflappable.  
We all react differently.

We also have a lockdown version

...and a mask on and mask off variants

It's why we know that you'll *only* travel again when *you're* ready to.

With flexible tickets, advanced cleaning and ways to keep you better informed, you can have the confidence to see for yourself.

We're ready when you're ready.



Not final – edits in progress

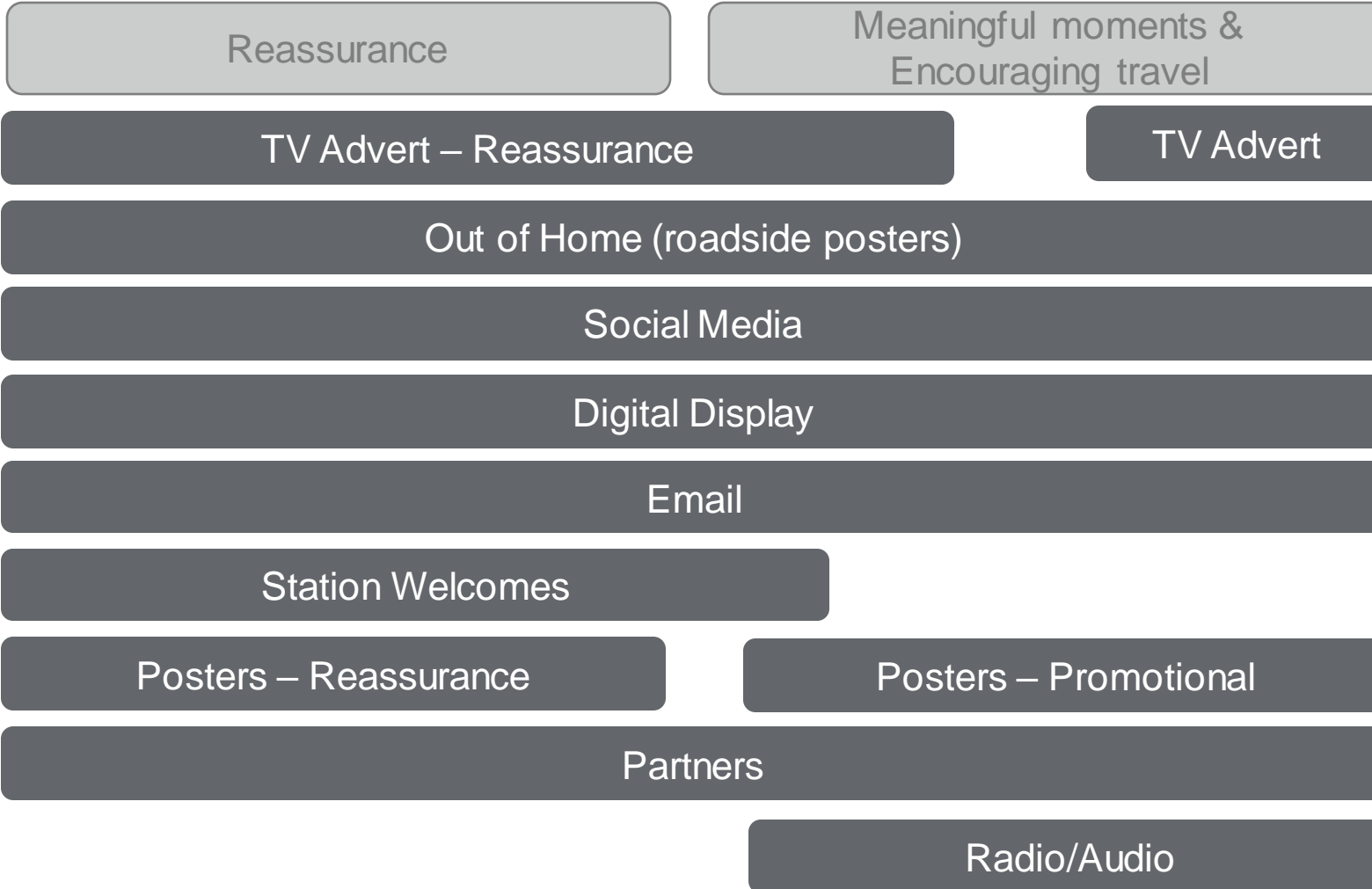
Not final – edits in progress



# Channel strategy

Informed by current viewership behaviour & historic channel performance measured by our econometrics

Website Hub



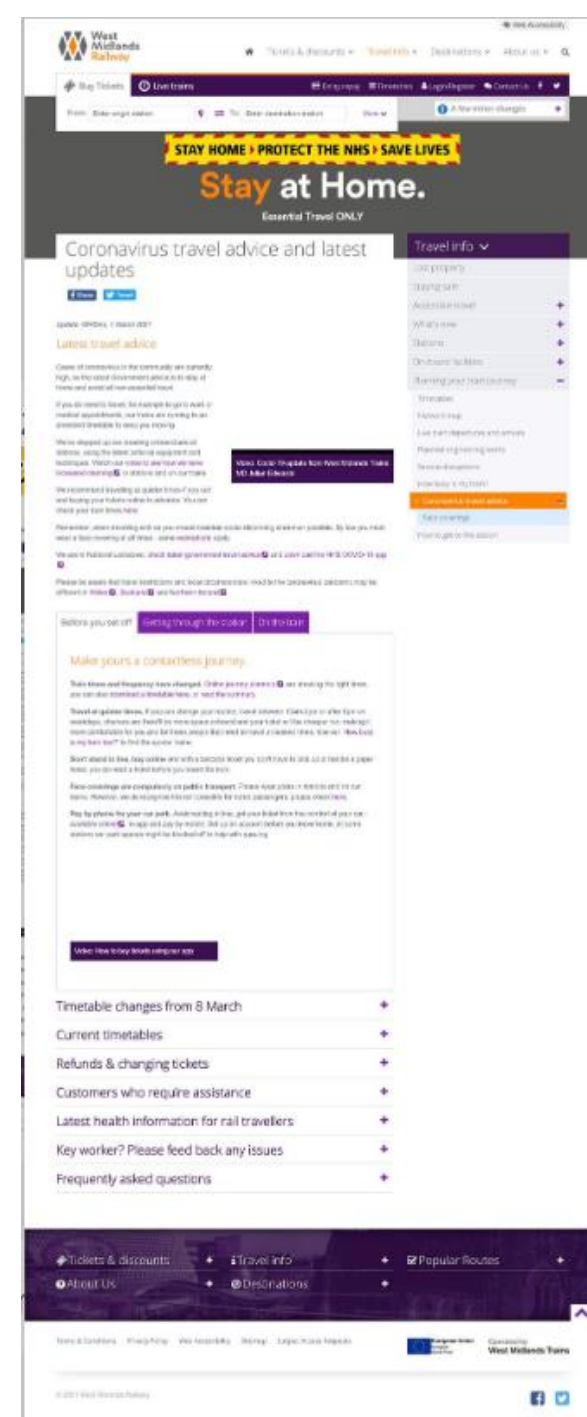
- **Paid media** - video & digital first approach – introducing new channel dating apps ads as a result of the increased audience figures in our target areas
- **Stations** – friendly nods to say hello again. Consulted with Heads of Stations.
- **Partners** – extending the campaign through our extensive network –meetings with tourism bodies have started
- **Consumer PR** – to reach hyper local areas – including branch line postcodes. Introduce stunts (TBC)
- **PPC plan** to reflect the campaign strategy as well as ‘always-on’ brand & route strategy
- **Content hub** – beefed up our destinations pages & station pages with richer community content optimised for popular search terms

# Covid content hub wmr.uk & lnr.uk /coronavirus

- 3rd most viewed webpage (after the homepage & timetable page) in the last 12 months – 98k WMR, 118k LNR. Dwell time is 2 minutes – suggesting that people are staying to find out what they want.
- It was designed to reflect the customer journey and the latest policy changes and travel guidance – to help customers navigate service changes easily.
- Content has grown over time and is now text heavy and needs to be evolved
- Regular Third Party audits have scored us very well in the last 12 months

## A review will consider:

- Text layout to improve overall readability and legibility
- Introduce sub-pages (or repurpose existing pages) for specific content to reduce cognitive load for users – eg, refunds, cleaning, FAQs
- New virtual content will be added build awareness of 'Ready when you're ready'
- Review wording to align to customer search terms for travel booking and reassurance



London Northwestern Railway

Buy Tickets Live Trains

From: Enter origin station To: Enter destination station

Station message

Birmingham New Street at a glance

Address: Station Street, Birmingham, West Midlands, B2 4QA

Ticket office: Monday, Tuesday, Wednesday, Thursday, Friday and Saturday: 06:15 to 21:00, Sunday: 08:00 to 21:00

Map showing Birmingham New Street and surrounding areas.

- Ticket office
- Step-free access
- Bus service
- Prepurchase collection
- Car park
- Ticket machine
- Toilets
- Taxi rank

Station information

- General information
- Ticket buying and collection
- Passenger services
- Station facilities
- Accessibility
- Car parking
- Bus connections
- Cycle storage
- Other transport options
- Station map

Live arrivals and departures

Departure board		Arrival board		
Departs	Destination	Operator	Platform	Expected
11:22	Crewe	West Midlands Trains	4C	On time
11:22	Cambridge	CrossCountry	9A	On time
11:25	Lichfield Trent Valley	West Midlands Trains	8	On time
11:27	Walsall	West Midlands Trains	2A	On time
11:33	Banbury	CrossCountry	7A	On time
11:33	Bromsgrove	West Midlands Trains	11	On time
11:38	Birmingham International	Transport for Wales	1A	On time
11:39	Birmingham International	West Midlands Trains	3A	On time
11:40	Wolverhampton	West Midlands Trains	2B	On time
11:43	Huddersfield	West Midlands Trains	11	On time

# Richer info

## Station Pages

Enhancements so users can find key info faster

- Over 140+ pages updated
- Important station info better highlighted
- Re-categorization of content to make it more meaningful
- Better visibility of last mile travel options



## Destination Pages

Conversion drivers

- 16 destination pages launched
- New template to enhance overall appeal
- Increased likelihood of conversion by adding 'Buy Tickets' widget
- Introduced a map to show proximity of station versus attraction for ease of use

West Midlands Railway

Buy Tickets Live trains

Trains to Birmingham

Buy cheap train tickets to Birmingham

Birmingham is a cultural hub that buzzes with vibrant shopping districts, a calendar packed with sensational events, and some of the finest cuisine around.

Culture and heritage

Attractions

Food and drink

Sports and outdoors

Music and nightlife

Shopping

Where do WMR trains to Birmingham arrive and depart?

When is the best time to travel to Birmingham by train?

# Station Welcomes

We want to welcome people back warmly since stations may feel a little empty and lifeless at first

Saying 'Hi' Welcome Back' 'Nice to see you'

Multiple messages to be played a limited time throughout the day

Helpful creative hints and suggestive copy to use on the whiteboards

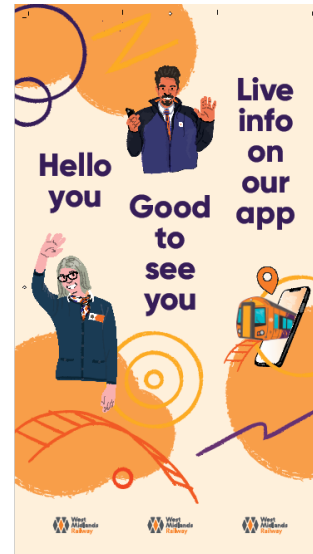
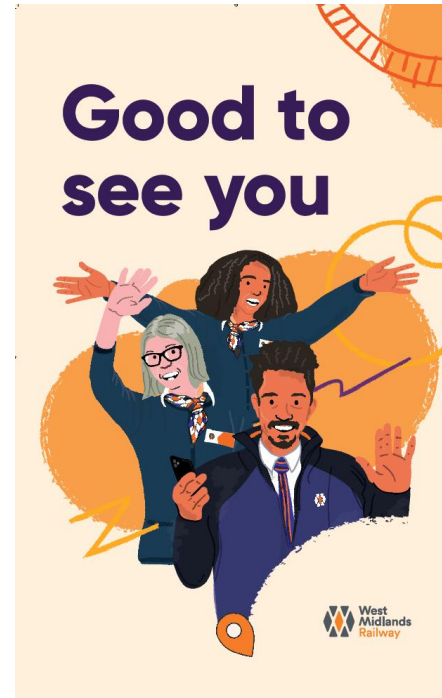
## All stations will receive:

- ✓ DR posters
- ✓ Landscape Banner
- ✓ A4 'photo insert' poster template
- ✓ Pre-recorded Station Announcements
- ✓ Helpful pack of Station Whiteboard collateral
- ✓ Lamp post signs & other touchpoints on our estate

Welcome banners to be placed at every station

To help staff feel part of the welcome, a template for them to insert their photo. 'Your Station Team Welcome You'

# We've warmed up our stations to welcome customers back





**Thank You**

