

Notes

Introduction

The Great Western Railway makes it easy to get to the Reading Festival. From major cities including London, Bristol, and Cardiff, GWR offers dependable and easy train services to Reading.

Our aim for this campaign is to inspire and facilitate an unforgettable journey for young travellers aged 18-30 from South Wales to the Reading Festival by offering convenient, affordable and enjoyable train services, ensuring a seamless and vibrant travel experience that enhances their festival adventure.

Campaign Presentation

We will be discussing visual displays, branding, key messages, hashtags, strapline, images, content ideas, visual and video content.

Visual Displays and Images

These images are based on the Reading Festival poster and map with a image of what the event looks like.

Key Messages

Examples of discounts would be student discounts, attraction entry offers, advance fares and city tours. This attracts our customer profile as well as the railcards that are for 18- 30-year-olds and allows them to save $\frac{1}{3}$ off journeys for a whole year or more.

From Station to Stage

A strapline, also known as a tagline or slogan, is a short memorable phrase that encapsulates the essence of a brand or business.

Content Ideas

We chose to use a variety of persuasive words such as sustainability, book now and reading here we come as they benefit the concept and should convince the consumer to purchase tickets for the festival.

Visual and Video Content

Our launch image will represent our campaign so the target audience can distinguish the content. This is relevant because the photo is showing a group of female friends ready to venture to the reading festival.

TikTok

Numerous teenagers, as well as individuals of various age groups, continue to be captivated by TikTok, primarily due to the app's content discovery feature, referred to as the "For You" page or FYP. This page serves as the main timeline within the application and facilitates users in discovering new content. The app carefully monitors the types of videos you engage with most frequently to identify your interests.

We can reach younger generations as this social media platform reaches younger demographics between 16 – 30.

Users can create short video content and provides tailored feeds with entertaining and unique content. TikTok is easy to use allowing us to make this campaign for GWR.

TikTok statistics for 2022 show that there was 32% of active users and 68% of downloads, 56% of users were women making it primarily for the female audience.

Google Trends

Google trends show the difference in the average of searches of girl's weekend/ girls trip compared to boy's weekend/boy's trip. These pie charts show that girl's weekend and girls' trip were popular searches across 2024 meaning that our hashtag will be useful in targeting our demographic.

Great Western Railway and Sustainability

Discounts and Great Western Railway have been the most popular searches throughout the year 2024 compared to railcards being only 4%. As we are using the hashtag GWR it allows our content to be clear on who we are promoting, and the audience will have a clear understanding that GWR will be able to offer an exciting journey with our content.

In 2024, 83% of travellers worldwide believe that sustainable travel is important which is one of our key messages and hashtags this ensures us that we can captivate the audience and are more likely to use GWR as a form of transportation.

Theories

The RACE Framework is an organised approach for digital marketing that has been used in numerous research. It helps adapting marketing techniques to address challenges such as

buyer behaviour and ethical concerns in the world of technology. It is essential for understanding consumer involvement especially when considering the context of organisation's responses to consumer feedback on social media.

Social networking sites are an effective tool for encouraging sustainable travel habits, raising awareness, and advocating ethical travel activities among different demographic groups. The actions of the younger generation demonstrate the impact of social media affecting travel decisions encouraging responsible tourism and fosters ecologically responsible behaviours.

Multiple research studies have emphasised Aristotle's principles of ethos, pathos and logos as vital elements of persuasive communication. Ethos relates to the integrity and attitude of the speaker which determines the audience's desire to accept what is being said. We used ethos for our content as it builds trust between our organisation, GWR and its customers.

Instagram and Facebook

TikTok allows us to have more creative opportunities such as hashtags and branded effects to help form a stronger bond with the target audience. Facebook mostly prioritises content for families whilst trying to create engaging and meaningful content and Instagram aims to create content based on relevance and relationships whilst TikTok is focused on making content based on people's interests and interactions.

Statista shows that Facebook and Instagram have more users than TikTok we strongly believe that it would be more beneficial to post our main concept on TikTok for our demographic before adapting content on all social media platforms.

Conclusion

By leveraging the power of TikTok's engaging and dynamic platform, we can effectively reach and resonate with our target audience.