

GREAT SOUTHERN RAIL

SOUTHERN RAIL GREAT

The Project

Red Service branding and promotion campaign.

The Client

Great Southern Rail.

The Business Problem

Great Southern Rail operates nationally with iconic trains such as The Ghan and the Indian Pacific amongst its services. On-board offerings range from luxurious Platinum Service Sleeper Cabins to economical Red Service seats.

The public perception of Great Southern Rail's offerings is led by its marketing communications; premium-feel material using superb photography and evocative copy to illustrate the landscapes, on-board food and beverage options, socialising opportunities and the high level of service from GSR staff. This methodology is used primarily to promote the higher-priced tickets and holiday packages; and as a result, the Red Service offering has been overshadowed.

Project Overview

In light of recent economic events, the average Australian is taking a more prudent approach to spending their hard earned money. This tightening of the purse strings provided an excellent opportunity to spread the message about Red Service.

Whether using the train as a means to reaching a destination, or travelling to enjoy the journey itself, Red Service provides a credible alternative to travel by aeroplane or bus.

The benefits of travelling in a Red Service seat can be directly contrasted with the shortcomings of the alternative options.

Red Service benefits

- Wider seats with more leg room than both aeroplanes and buses, with the added bonus of rotating the seats so that four passengers may enjoy each other's company face to face.
- Dedicated on-board dining carriage with recently upgraded menu serving hot and cold meals
- Dedicated on-board carriage with a range of beverages on offer in a club lounge environment
- Australia's magnificent landscapes right outside your window
- A 40kg luggage limit, almost double that of the alternative choices
- Extremely competitive pricing

Key project deliverables include:

- Development of communication strategy
- Identification of key target groups
- Development of marketing proposition to cover terminology, imagery and determine the most salient selling points
- Creation of marketing material encompassing television, press, online and direct communications
- Production of all marketing material to tight deadlines and budgets across all media
- Ensuring client's very specific expectations were met as to imagery
- Ensuring this value-based proposition did not undermine the broader Great Southern Rail's premium brand position and offerings

Brand Strategy:

All the benefits of enjoying a train journey, as carefully and thoroughly developed for the premium GSR offering, needed to be demonstrated for Red Service without undermining the master brand. A cheap but cheerful approach was considered to be the most appropriate. The multiplicity of benefits had to be demonstrated without making the marketing appear too 'retail', and had to be applicable across television, press, online banners and direct material.

Creative Strategy

One element of the Great Southern Rail's Broader Visual Language is the 4S strip. In short, this provides a visual analogy for the train journey, with aspects of the journey illustrated in the 'windows' of the strip. This strip was combined with a cast of cartoon characters from our target audiences who interact with the passing imagery, as well as demonstrate the direct benefits of travelling by rail in their own seats; socialising, stretching out, enjoying a drink and sleeping comfortably. The visual style is jaunty enough to express economy, whilst maintaining the parent brand's vernacular. Price points are prominent without overwhelming the on-board benefits.

Consumer Proposition

Red Service. So much more, for less than you'd think.

Project Outcomes

This campaign was and continues to be an outstanding success. The website received an 11-fold increase in traffic, and a corresponding increase in ticket purchase resulted in a 20% increase in sales. The success of this project has led to a second stage of activity, using Mosaic from Pacific MicroMarketing to determine carefully segmented audience groups for a more direct marketing approach which is presently underway.



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30sec TVC



MVO: On a Red Service train journey, you'll relax in one of our spacious, comfy seats with Australia's magnificent outback outside your panoramic window.

Enjoy a drink or two, socialise with friends, unwind with a book, have a snooze or check out the lounge. Right now, you can book Red Service on The Indian Pacific from Perth to Adelaide from only \$249.

So much more. For less than you'd think.

Visit readyrail.com.au, call 13 21 47 or your licensed travel agent.



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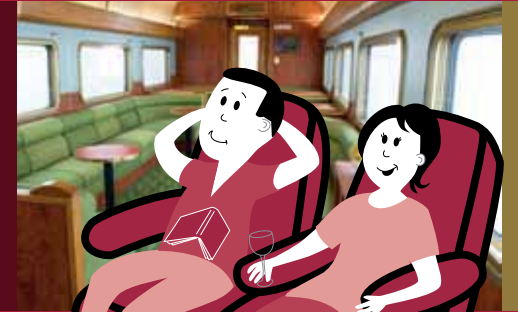
So much more. For less than you'd think!



The Ghan
Adelaide - Alice Springs or v.v.

\$169

from one way



One way from

Adelaide - Melbourne or v.v.	\$54
Adelaide - Sydney or v.v.	\$129
Adelaide - Perth or v.v.	\$249



On a Red Service train journey, you'll relax in comfort with Australia's magnificent outback outside your panoramic window. Enjoy a meal and a drink or two, socialise with friends, unwind with a book, have a snooze or check out the lounge.



readyrail.com.au 13 21 47 or visit your licensed travel agent

Seats limited, book early to save. Further discounts for pensioners, students and children apply.

Fares are based on Readyrail Red Service Day/Nighter Seats. For bookings until 23rd June 2011 and for travel until 30th June 2011. All fares are one-way and are available in the opposite direction. To break your journey with stopovers, sector fares will be applicable. All fares include a Fuel Price Surcharge. Prices are subject to change without notice. Sale may be extended. Booking, amendment and credit card fees may apply. Subject to availability. Conditions apply. Full terms and conditions are available at www.greatsouthernrail.com.au. Travel agent licence No. TIA 164 190. GSR16719 Comm News SA einstein



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The screenshot shows the homepage of 'Holidays with Kids'. The main content area includes a yellow banner for a holiday park, a 'Hot Deal' section for a Red Sleeper train journey, and a 'TOP 10 FAMILY RESORTS REVEALED' section. The sidebar contains social media icons for Facebook, Twitter, and YouTube, along with a newsletter sign-up form.

Med Rec Banner

Kids travel for only \$99 a night...

Save up to \$1324!
That's a big saving for small travellers.
* Offer applies to 2 adults and 2 children. Terms & conditions apply.

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KIDS ski FREE!

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