

## GRAND PRIX

Client

ATOC

Agency

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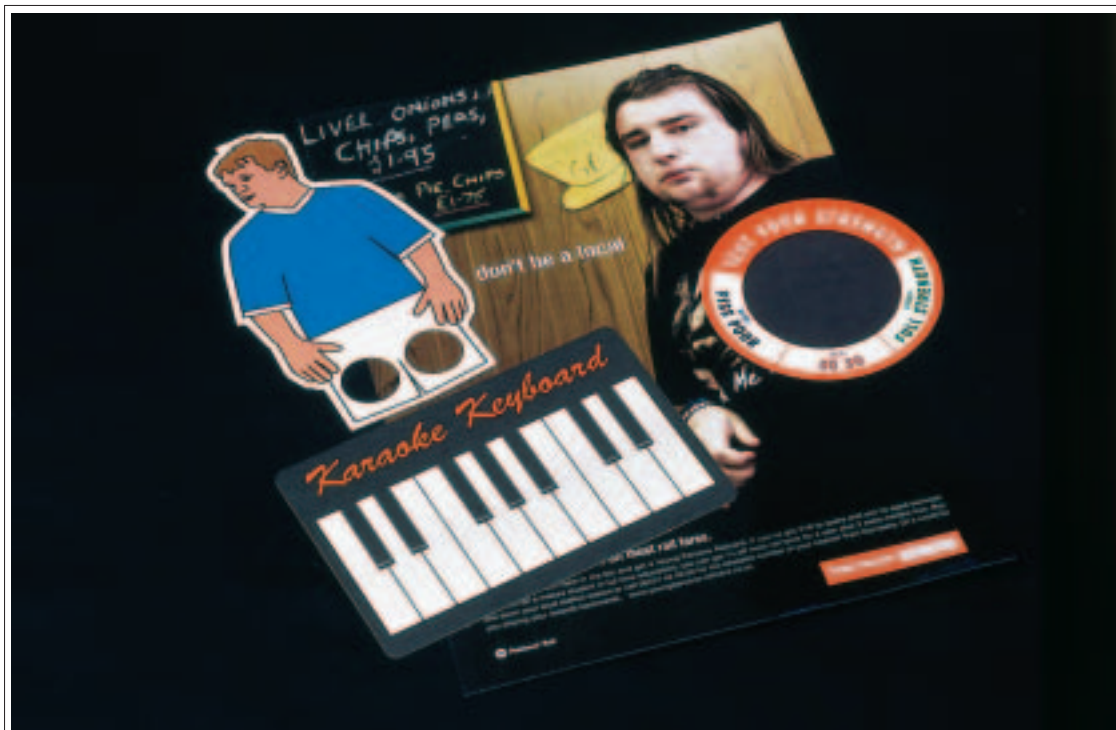
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Other companies involved

Unique Digital



Bored youngsters through the decades have had a constant and familiar moan: “There’s nothing to do around here”. Craik Jones has taken that lament and made a campaign of it.

ATOC (Association of Train Operating Companies) asked the agency to increase sales of the Young Person’s Railcard (YPRC) and grow its database. Three quarters of 16- to 25-year olds use trains for leisure travel, but only a quarter have a railcard, which gives them a third off the fares for many journeys. The card costs £18 a year, but one reason for the relatively low uptake of it is confusion about eligibility.

Craik Jones ignored the easy option of writing

about exciting places to visit. Instead, it burrowed into youth psyche, and the embarrassment of being seen as a stick-in-the-mud, with the message ‘Don’t be a local’.

This was an integrated, multi-media campaign. Given the strategic thinking behind it, the level of creativity, and the excellent results, it is hardly surprising that it won Golds in the travel/leisure and multiple media categories, and a Bronze in outdoor/ambient media. Although there were at least a couple of other strong contenders on the final shortlist, it was the judges’ unanimous choice for this year’s Grand Prix.

They praised its engaging humour. “The youth market is tough,”

they added. “This was highly relevant to the target audience, and the combination of media used was really good.”

The campaign opened with awareness-building press ads in magazines such as *Mixmag* and *Kerrang*. Online data gathering followed, driven by an inspirational competition to win a weekend away for a group of 10. Viral e-mails were used to get interested youngsters to persuade their friends to enter.

While the theme of ‘Don’t be a local’ was constant, it had a number of twists. Computer banners and drop-downs were used to target computer geeks. When they responded, they were teased for being so

sad, before being switched to the competition microsite.

In similar vein, a range of ambient media in local pubs, from beer mats to heat-sensitive urinal stickers, lured customers into ‘saddo’ games and then urged them to get out more.

A third of all competition entrants clicked through to the main YPRC website for more information. Awareness of the card increased by 4 per cent, but the all-important awareness of eligibility rose by 14 per cent.

More than 17,500 names were added to ATOC’s database, laying the groundwork for testing future electronic acquisition and retention activities.