

Advertising & Brand Awareness on First Group Trains

August 2004

First Great Western Trains



20 MILLION annual passenger journeys
1.7m train journeys every month

A Captive Audience



- 1.7 million captive users every month
- Average journey time of 1 hour - exceptionally high exposure compared to other forms of media, far exceeding that of bus or tube
- FGW train customer demographics show 75% are ABC¹ - helping you to target your spend

Effective Communication + Competitive Pricing = Good Return on Investment

An Extremely
Captive Audience
eager for information

"I like advertising on public transport. I've used the number from an advert for a phone company that offers cheap rate calls I saw."

"My train journey takes an hour and a half. I spend most of it catching up on stuff I haven't organised during the rest of the week - like today sorting out home insurance and other such mundane stuff."

"I always find I have nothing to do for at least half my journey, so find myself staring out into space. I wish there was something extra to occupy my time."

On Board Media Train



Headrests

- Covering 100% of passenger OTS
- Perfect for Brand Awareness - excellent to build quick audience coverage & frequency

Seat Backs

- Covering 100% of passenger OTS in standard class
- Excellent for long copy
- Very long dwell time



On Board Media Train



Posters

- Covering 100% of passenger OTS
- Ideal for longer copy

Buffet Bags

- Covering 80% of passenger OTS
- Perfect for Food & Drink brands



On Board Media Train



Seat Reservations

- 100% coverage on trains & 100% OTS
- Take away literature - ideal for tactical campaigns

Exterior Carriage Livery

- Covering 100% of passenger OTS, plus additional train station footfall
- Ideal for PR / Impact campaigns



Cost Comparisons

Campaign comparison between Viacom Outdoor (London Underground) costs and Media-Train (FGW Trains) costs.

One Month Campaign

Media Medium	No of Sites*	Network Audience	Average Exposure	Average OTS	Media Cost**	£ / Exposure
Tube Network – Tube Car Panels	12,000 (100% coverage)	4.6M	13 mins	21.9	£240,000	5.2p
FGW Trains - Headrests	18,000 (100% coverage)	1.7M	1 hour	28	£40,000	2.4p

Two Week Campaign

Media Medium	No of Sites*	Network Audience	Average Exposure	Average OTS	Media Cost**	£ / Exposure
Tube Network – Tube Car Panels	12,000 (100% coverage)	2.3M	13 mins	15.1	£156,000	6.8p
FGW Trains - Headrests	18,000 (100% coverage)	0.9M	1 hour	16	£22,000	2.4p

* Both campaigns cover 100% of their relevant network.
i.e. All FGW high speed trains operating from London Paddington.

** All costs are media only. Production costs are separate.

Sampling Opportunities



- Media-Train also offers brands the chance to sample and engage with the FGW traveller on a one-to-one basis
- Our team of specialist sampling staff ensure the right message is conveyed in the right way to your target audience
- All or part of the network can be covered & costs can be provided on request

Happy Clients



“Sampling our Guardian Glastonbury Media Guides through Media-Train delivered outstanding results, with amazing customer recognition and retention of our material. The staff conveyed exactly the message we wanted! Thanks again, and we will be using Media-Train again next year.”

Matt Langler, on behalf of Guardian Observer Newspapers

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Media-Train also offers advertising across all other UK train networks