

# B-Hive Advertising Brief 2017

Brand: C2C






Project: Summer Leisure Campaign


## Background:


C2C is an award-winning train operator that runs services between Fenchurch Street, in the heart of the City of London, and Basildon, Southend and the numerous attractions / destinations in this area.

For more background info see their website: [www.c2c-online.co.uk](http://www.c2c-online.co.uk)

## Brief:

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|    | <p><b>THE BRAND ROLE</b><br/>WHAT IS THE MEANINGFUL ROLE THIS BRAND PLAYS IN PEOPLE'S LIVES?</p>                                   | <p>To take you to anyone you want to be within 60 minutes</p>   |
|   | <p><b>THE PEOPLE</b><br/>WHO IS THE PERSON WE ARE TRYING TO AFFECT?</p>  | <p>We have a clear attitudinal target in wanting to attract those people who want to expand their own personal horizons and experience of life. They travel not simply to get to different destinations but to access different parts of their life and more of what makes them who they want to be. They don't currently think of C2C readily enough for leisure travel, so whether they live in London or near the line in Essex, we need to show them that C2C is the best way for them to achieve this.</p> |
|  | <p><b>THE PROBLEM</b><br/>WHAT IS THE CORE BUSINESS/BRAND PROBLEM/ OPPORTUNITY THAT NEEDS ADDRESSING?</p>                          | <p>The primary objective is to drive leisure travel over the summer months. Just as importantly, the campaign also needs to start building brand saliency over the long term – and should do this by establishing C2C's value proposition that the person you want to be, is nearer than you think and costs less than you thought.</p>   |
|  | <p><b>THE INSIGHT</b><br/>WHAT IS THE MOST POWERFUL, SINGLEMINDED TRUTH THAT CAN BE APPLIED TO THE BRAND TO SOLVE THE PROBLEM?</p> | <p>This summer C2C can take you to another part of you, in the quickest, most cost effective way possible.</p>  |
|  | <p><b>PROOF?</b><br/>WHY WILL WE BE BELIEVED?</p>  | <p>We all have different versions of "me". The family provider, the family fun maker, the loving son or daughter, the romantic lover. C2C, through their unique combination of diversity and proximity of its destination, as well as low ticket fares, allow us to access these other parts of our personality incredibly easily, quickly and cheaply. C2C are the smart way this summer to access more of what you want to do and be more of who you want to be.</p>  |

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|  | <p><b>THE JOURNEY</b><br/>WHAT ARE THE KEY MOMENTS WE CAN OWN?</p> | <p>Those moments when we're dreaming of expanding our horizons, when we're planning on making the most of each of our "me's" and when we want to let other sides of our personality out. They should be the moments when we're caught within our 9 to 5 lives and need inspiration for how to free the other sides of our lives.</p> |
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|  | <p><b>THE METRICS OF SUCCESS</b><br/>WHAT METRICS OF SUCCESS HELP US UNDERSTAND HOW THIS IS WORKING?</p> | <ul style="list-style-type: none"> <li>- Initial metrics should focus on increasing volume and positive sentiment of online conversations about C2C. We want to create the type of perception change that gets our audience talking</li> <li>- Intermediate metrics should look at increasing web traffic &amp; bookings for leisure travel.</li> <li>- Long term metrics should focus on brand consideration for leisure travel and NPS Scores (Net Promoter Scores) of C2C as a seamless way to access other parts of our lives.</li> </ul> |
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| <p><b>WHAT IS REQUIRED?</b></p> | <p>New ways of showing how C2C allow us to access the sides of our personality that don't get out enough.</p> |
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**Requirements:**

Develop an integrated advertising campaign that considers all key advertising channels.

You're free to develop a campaign that includes TV/radio, outdoor advertising, press advertising, digital platforms, promotional incentives, or whatever you think will achieve cut through and hit the objectives.

Given the nature of the objectives, it is essential to consider all advertising channels, both on and offline and to demonstrate how these work together in a cohesive way. It is important to think about the breadth of your idea, the various uses for it and how it will engage with the target audience.

The level of finish is up to you but the judges will be looking for strong and original ideas, not a polished end result (although this isn't discouraged). It is important to show your thinking and the process you went through to arrive at the end result. Scamps, sketches and workings out are always vital in explaining how you arrived at your preferred designs.

**Communications Considerations:**

Great Anglian is the nearest competitor but the main challenge is really to get people that live near the C2C line to take incremental journeys by the train. So this could be replacing the car with the train for journeys they may already be making, or taking new journeys by train.

Consider how each communications channel can be used for different messaging and different products/offers.

For example some channels are better for delivering strong visual impact & engagement, with limited info, whereas others balance visual impact and detailed info, and others focus more heavily on offers/incentives.

**Popular destinations on the route:**

- Thorpe Park
- Southend Adventure Island
- East Tilbury
- Leigh-on-Sea Beach

London Theatre Shows  
London Nightlife  
London Attractions  
Shoeburyness  
Chalkwell Beach

**Products (more info available on the C2C website):**

2 for 1 offers  
Flat fare offers  
Season ticket offers  
Group save offers  
Off peak offers  
Kids offers  
Seniors offers

**Important Notes:**

- No direct contact is to be made with C2C.
- You don't need to show every element of your idea development, but do tell a story. Show us how you developed your idea and how you reached your final solution.
- This isn't a major piece of coursework! Whilst we want to see that you've given it your all, this isn't a massive piece of work which should take you weeks. You might decide to do it in bits throughout the designated time but purely as a guide, if you were to knuckle down, this should take you two working days. Our advice is also not to leave it to the last minute. If you want to submit it before the 24<sup>th</sup> Feb deadline, you can.

**Timings:**

**Entry Deadline** – Midnight Friday 24<sup>th</sup> Feb 2017

**Shortlist Announced** – Friday 10<sup>th</sup> March 2017

**Presentations:**

**Tuesday 21<sup>st</sup> March 2017:**

PR & Social Media presentations  
Marketing presentations

**Wednesday 22<sup>nd</sup> March 2017:**

Advertising presentations  
Design presentations

**Awards Evening:**

Wednesday 22<sup>nd</sup> March 2017

**Location:**

The presentations and the awards evening will be held at Fazeley Studios:

191 Fazeley Street,  
Digbeth,  
Birmingham,  
B5 5SE