



B-Hive Design 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

Brief:

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|  | THE BRAND ROLE WHAT IS THE MEANINGFUL ROLE THIS BRAND PLAYS IN PEOPLE'S LIVES? | To take you to anyone you want to be within 60 minutes |
|  | THE PEOPLE WHO IS THE PERSON WE ARE TRYING TO AFFECT? | 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. |
|  | THE PROBLEM WHAT IS THE CORE BUSINESS/BRAND PROBLEM/ OPPORTUNITY THAT NEEDS ADDRESSING? | 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. |
|  | THE INSIGHT WHAT IS THE MOST POWERFUL, SINGLEMINDED TRUTH THAT CAN BE APPLIED TO THE BRAND TO SOLVE THE PROBLEM? | This summer C2C can take you to another part of you, in the quickest, most cost effective way possible. |
|  | PROOF? WHY WILL WE BE BELIEVED? | 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. |

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|  | <p>THE JOURNEY 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>THE METRICS OF SUCCESS WHAT METRICS OF SUCCESS HELP US UNDERSTAND HOW THIS IS WORKING?</p> | <ul style="list-style-type: none"> - 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 - Intermediate metrics should look at increasing web traffic & bookings for leisure travel. - 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. |
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| <p>WHAT IS REQUIRED?</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:

Design a look and feel for CTC's Summer Campaign, including identity and full suite of brand collateral.

We're looking for you to create a look and feel that has stand-out and that works across all forms of media and will provide the ideal platform to create high levels of awareness with CTC's target audience.

It's essential to bear in mind that the judges aren't just looking for a nice logo. These days an essential element of a designers capability is to demonstrate versatility and suitability for the target audience, so developing a full suite of collateral and promotional materials is crucial, along with a clear justification for your designs. This could be anything from press ads, to emails, campaign microsite, direct mail and more.

Given how consumers interact with brands such as CTC, judges will be looking to see that consideration has been given to both print and digital formats. If you have a particular specialisation in print or digital, it is fine to enter a submission with a bias to that format.

Judges will be looking for strong and original ideas, as well as at the crafted end result. It is important to show your thinking and the process you went through to arrive at your end results. 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 24th Feb deadline, you can.

Timings:

Entry Deadline – Midnight Friday 24th Feb 2017

Shortlist Announced – Friday 10th March 2017

Presentations:**Tuesday 21st March 2017:**

PR & Social Media presentations
Marketing presentations

Wednesday 22nd March 2017:

Advertising presentations
Design presentations

Awards Evening:

Wednesday 22nd March 2017

Location:

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

191 Fazeley Street,
Digbeth,
Birmingham,
B5 5SE