

Reach Solutions

GWR | Customer Case Study

www.gwr.com

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Solutions



CAMPAIGN OVERVIEW

Reach Solutions and its regional newsbrands recently partnered with **Great Western Railway** to run an integrated campaign across multiple platforms in the **South West**, including websites, mobile apps, social channels and newspaper titles.

GWR's **primary objective** was to increase customer loyalty by nominating the West Country's local heroes as one of the 100 Great Westerners. GWR also wanted to generate heightened **brand awareness** by inspiring new and existing customers.

Industry: Transport

Marketing Objectives:

- To consistently inspire new and existing customers
- To generate heightened brand awareness
- To increase customer loyalty

Campaign Schedule: May - September

Target Locations: West Country

Target Audiences:

- Loyal customers
- 45+ adults



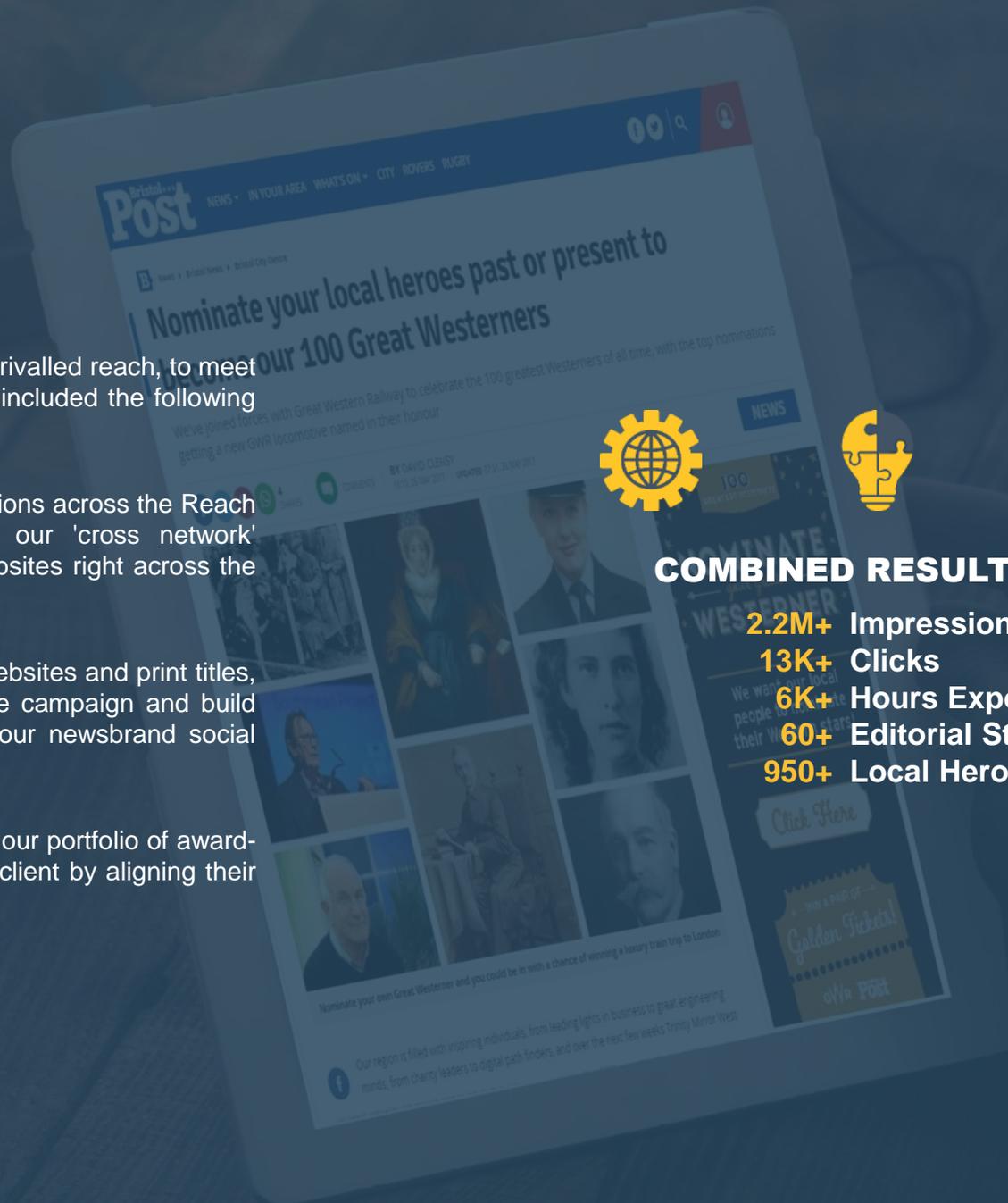
SOLUTION & RESULTS

We used our suite of commercial products, driven by our unrivalled reach, to meet the client's needs and objectives. The campaign proposal included the following elements:

Digital Display Advertising | Delivering optimised impressions across the Reach regional websites. The client also took advantage of our 'cross network' opportunities to access more than 40 local newsbrand websites right across the UK.

Sponsored Editorial Content | Running across multiple websites and print titles, and tailored by our editorial team to secure interest in the campaign and build brand awareness. This content was also shared across our newsbrand social channels to engage users and stimulate conversation.

Print Advertising | With eye-catching adverts appearing in our portfolio of award-winning daily and weekly newspapers. This benefitted the client by aligning their business with our long-standing, highly-trusted print titles.



COMBINED RESULTS

2.2M+ Impressions
13K+ Clicks
6K+ Hours Exposure Time
60+ Editorial Stories
950+ Local Hero Nominations

SOLUTION & RESULTS

Result	Total Clicks/Engagement
Impressions	2.2M+
Clicks	13K+
Hours Exposure Time	6K+
Editorial Stories	60+
Local Hero Nominations	950+



Overall the campaign was highly successful, generating a total of over **13,000** clicks. The Local Hero Campaign generated more than **950** nominations and had the editorial stories had over **60** hours of exposure time.

Therefore the campaign not only **inspired** news and existing customers, but also sparked a reaction amongst loyal consumers, and encouraged them to **share** the content in their social spheres. Therefore, we consider the campaign **goal achieved**.

“ The mix of **compelling** editorial and advertising really **resonates** with your reader and is paying dividends for us, particularly around key **community** messaging across the region. ”

Dan Panes

Head of Communications | GWR

“ It has been great to develop a **bespoke** campaign for GWR which both highlighted their new brand and gave local people an opportunity to **engage** directly with them through the nominations. The nomination campaign really worked because of the dwell time and because it was spread across lots of different media. ”

Rob Rogerson

Account Manager | Reach Solutions

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