

Fly Eurostar

We created a powerful integrated communications campaign that was flexible enough to communicate brand, product and tactical messages across a wide range of media – press, outdoor + ‘specials’, Direct Marketing, taxis, buses, underground, airport sites, online and specialist press.

'Fly Eurostar' - has transformed the fortunes of the Eurostar business. By maximising the opportunity afforded by a product improvement , a 20-minute reduction in journey time, Eurostar achieved significant and immediate volume and revenue growth, such that the campaign more than paid for itself within six months.

Eurostar successfully took volume from the airlines – so much so that some were forced to reduce or even axe routes to Paris and Brussels. Eurostar’s share of passengers rose to its highest level for five years.

OMD Metrics built an econometric model in 2001 and has updated it annually to enable us to identify factors which were having a positive and negative effect on the business and their commercial impact. The model is used to optimise likely sales revenue by adjusting the media mix and phasing for a given campaign.

The model enabled us to more accurately measure the value of the Fly Eurostar idea and test for longer term affects. By quantifying all factors that influenced Eurostar revenues we were able to accurately strip out the true impact of 'Fly Eurostar'.

The judges view:

“This novel case demonstrates how communication capitalised on Eurostar’s 20 minute reduction in journey time to reposition the brand. ‘Fly Eurostar’ positioned Eurostar as better than, as opposed to an alternative to, the plane for the first time. It powerfully communicated Eurostar’s benefits through a well-executed integrated campaign that led to an 18% increase in volume”

