

Upstarts Brief 5

Iarnród Éireann Student

Problem

Students typically have a view that the bus is a cheaper way to travel. But we know that trains have really great student fares, and more importantly, a train offers a superior experience when on board.

Insight

Fares are not the only thing that students care about, how they spend their time is important to them too.

Ambition

We want to capture the imagination of students and position the rail as the most SUPERIOR way for them to travel. We should do this in a way that doesn't position the rail comparing their onboard experience to busses.



Our Strategy

<i>Get</i>	First year students in Ireland, who would take the bus by default because they have a perception it's cheaper . . .
<i>To</i>	Reappraise the rail as their preferred way to travel between home and college . . .
<i>By</i>	Demonstrating how the train is the superior, yet affordable way for students to travel . . .
<i>Because</i>	Your time is better spent onboard a train!

Brief set by:

