

# DMA Talent: Marketing Challenge 2021

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# / Contents

Introducing: ScotRail.....	03
ScotRail Background.....	03
ScotRail's Business Goals.....	03
Impact of Covid-19.....	03
Covid-19 and ScotRail.....	04
Impact of Covid-19.....	04
The challenge.....	05
The Deliverables.....	06
About the DMA.....	08
About DMA Talent.....	09
DMA Talent Team.....	09
Copyright and Disclaimer.....	10

# / Introducing: ScotRail

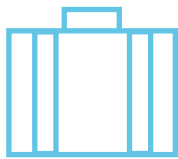
## ScotRail Background

For the DMA Talent Marketing Challenge 2021, the brief comes from **ScotRail**.

The **ScotRail** network is vital to Scotland's communities, and to the country's tourist industry.

In 2019, **ScotRail** carried almost 99 million passenger journeys in Scotland, covering over 1.8 billion passenger miles and a network of over 1,782 track miles.

There 359 stations and c.800 trains serving Scotland's Railway. The journey purpose splits into the following:



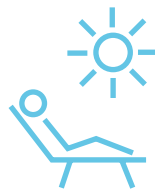
Business trips

**14%**



Commuting

**39%**



Leisure

**47%**

You can find out more about **ScotRail** on their website: <https://www.scotrail.co.uk/>

## ScotRail's Business Goals

- Provide the best railway service Scotland has ever had
- Increase our passenger numbers within all markets for Commuter, Leisure and Business travel
- Make rail the most efficient and greenest way for people to travel longer distances

# / Covid-19 and ScotRail

## Impact of Covid-19

The Covid-19 pandemic in 2020 has had a causal effect on the unprecedented rise in the use of bicycles and cycling within the UK and beyond.

Global shortages of bicycles have been reported and studies have confirmed that cycling in the UK is up 300% on the previous year.

Many cities are reporting high increases of cycling and, in recognition of this, the Scottish government has invested £30m in temporary footpaths and cycle lanes during Covid and plans to make these permanent.

**ScotRail** has:



Email addresses

**100,000**



Twitter followers

**233,000**

Twitter is by far the most active media channel.

They have been unable to run any major marketing campaigns during the period when the government message was to stick to essential travel but need to be ready to encourage passengers when it is safe to travel.

# / The challenge

Covid-19 has created uncertainty across economies and society, and rail companies' revenues have consequently plummeted during the lockdown period.

Latest projections are that it will take until the end of 2021 to recover up to 70% of demand. This is one of several challenges **ScotRail** face.

The increase in cycling could have a negative impact on **ScotRail's** revenue as people switch to cycling for their journeys.

**ScotRail** view themselves as a green company, and want to support healthy lifestyles, so how do they embrace the increase of cycling in Scotland and turn the possible negative effect of lost revenue, due to a reduction in journey numbers, into a positive revenue stream?

There are practical investments, such as more bicycle racks at stations and more space for bicycles on trains, which are already being done but how can **ScotRail** change customer behaviour to combine using the train and the bicycle to get to work or college, or in our leisure time.

**ScotRail** would like you to propose a 12-month integrated marketing campaign that will gain participation from 1,500 passengers across Scotland that will see them combining train and bicycle travel to make their business, commuter or leisure journeys.

These can be current train passengers or those who have previously used their car to make journeys. You will need to demonstrate that they completed at least 6 journeys, combining cycling and train travel, during the length of the campaign.

We have provided journey and footfall data for the busiest stations on the **ScotRail** network, to help you predict the impact on passenger numbers.

You can find ticket pricing on the **Trainline** or **National Rail** websites.

# / The Deliverables

We would like you to produce a marketing campaign document (between 5 and 10 pages) covering the following points, which you will upload to the DMA Talent website in pdf format:

- What key insights have you learnt about your target audience and **ScotRail** that have shaped your campaign and how did you find them? Summarise any primary or secondary research that you have conducted.
- Outline your data strategy, telling us who your target audience and segments are and why. How will you use data responsibly (within GDPR) to gain insight about your target audience and drive measurable results for your campaign?
- Demonstrate your campaign “big idea” and creative strategy.
- Show us your integrated multichannel communication plan, including on and offline, which explains your media choices and budget breakdown, including your Gantt chart/promotional schedule.
- Test and learn plan.

Your budget is £60,000.

You will also submit a short video or presentation (max. three minutes) summarising your idea and selling it to the client, **ScotRail**.

This will be the first thing the judges see and will form the basis of the first stage of the competition. This is your chance to shine.

It is not all about how the video looks; the content is the most important bit. Your video/animated presentation should have impact and give a condensed ‘snapshot’ of your whole campaign.

It should grab your audience i.e. the client from the outset and should invite them to look more deeply into your campaign.

We will put the best entries forward to the next stage of judging where your pdf document will be reviewed.

We will ask up to four teams to pitch in the virtual or live final in Glasgow in July 2021.

This is a team event.

Team members must be students but can be studying any subject. Teams made up of between three and six students. **ScotRail** will select the winning team after they have seen all of the pitches.





# / About the DMA

The [Data & Marketing Association](#) (DMA) comprises the DMA, [Institute of Data & Marketing](#) (IDM) and [DMA Talent](#).

We seek to guide and inspire industry leaders; to advance careers; and to nurture the next generation of aspiring marketers.

We champion the way things should be done, through a rich fusion of technology, diverse talent, creativity, and insight – underpinned by our [customer-focussed principles](#).

We set the standards marketers must meet in order to thrive, representing over 1,000 members drawn from the UK's data and marketing landscape.

By working responsibly, sustainably and creatively, together we will drive the data and marketing industry forward to meet the needs of people today and tomorrow.

[www.dma.org.uk](http://www.dma.org.uk)



# / About DMA Talent

The UK's data and marketing industry is a thrilling place to be.

Our mission seeks to nurture the next generation of aspiring marketers to get the practical skills they need to become more employable, and help them find their path into the industry.

We do this through running a range of programmes and events, such as this challenge, that feature inputs from creative leaders, innovative data and marketing practitioners, and some of the industry's most pioneering thinkers.

We also offer students and apprentices the chance to become DMA Student Members, which shows employers you're committed to your professional development and that you're actively seeking to improve your skill set, making you stand out from your peers. [Discover all the benefits membership gives you and become one here.](#)

## DMA Talent Team



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### Questions?

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