

/ Welcome

Dave Robinson, Customer Strategy and Analytics Director, Virgin Red and Deputy Chair of the DMA Awards Committee

/ The Welcome Journey That Listens, Armadillo & P&O Cruises

Rob Pellow, Executive Technical Director, Armadillo

Beth Young, CRM Lifecycle Manager, P&O Cruises

/ Rise Fast, Work Young, Smithfield Agency, IPA and Hospitality Rising

Mark McCulloch, Founder & Campaign Director, Hospitality Rising UK

Garett Farrell, Business Director, Smithfield Agency

/ Every stop is a story, TMW Unlimited and Govia Thameslink Railway

Alex Briggs, Senior Marketing Manager, GTR (Govia Thameslink Railway)

Esme Noble, Associate Strategy Director, TMW Unlimited

2023 Gold Travel & Leisure

'Every stop is a story'

Esme Noble

**Associate
Strategy Director**

The logo for TMW, consisting of the letters 'TMW' in a bold, black, sans-serif font.

Integrated agency

The logo for GTR, with the letters 'G', 'T', and 'R' in different colors (grey, pink, and green respectively).The logo for Great Northern, featuring the text 'Great Northern' above a blue and purple graphic element.The logo for GX, with the letters 'GX' in red and 'GREAT NORTHERN' in smaller text below.The logo for MOT'S BEER, featuring the text 'MOT'S BEER' above a green circular graphic.The logo for ThamesLink, with the text 'ThamesLink' and a red slash mark.

Railway company

Alex Briggs

**Senior
Marketing Manager**



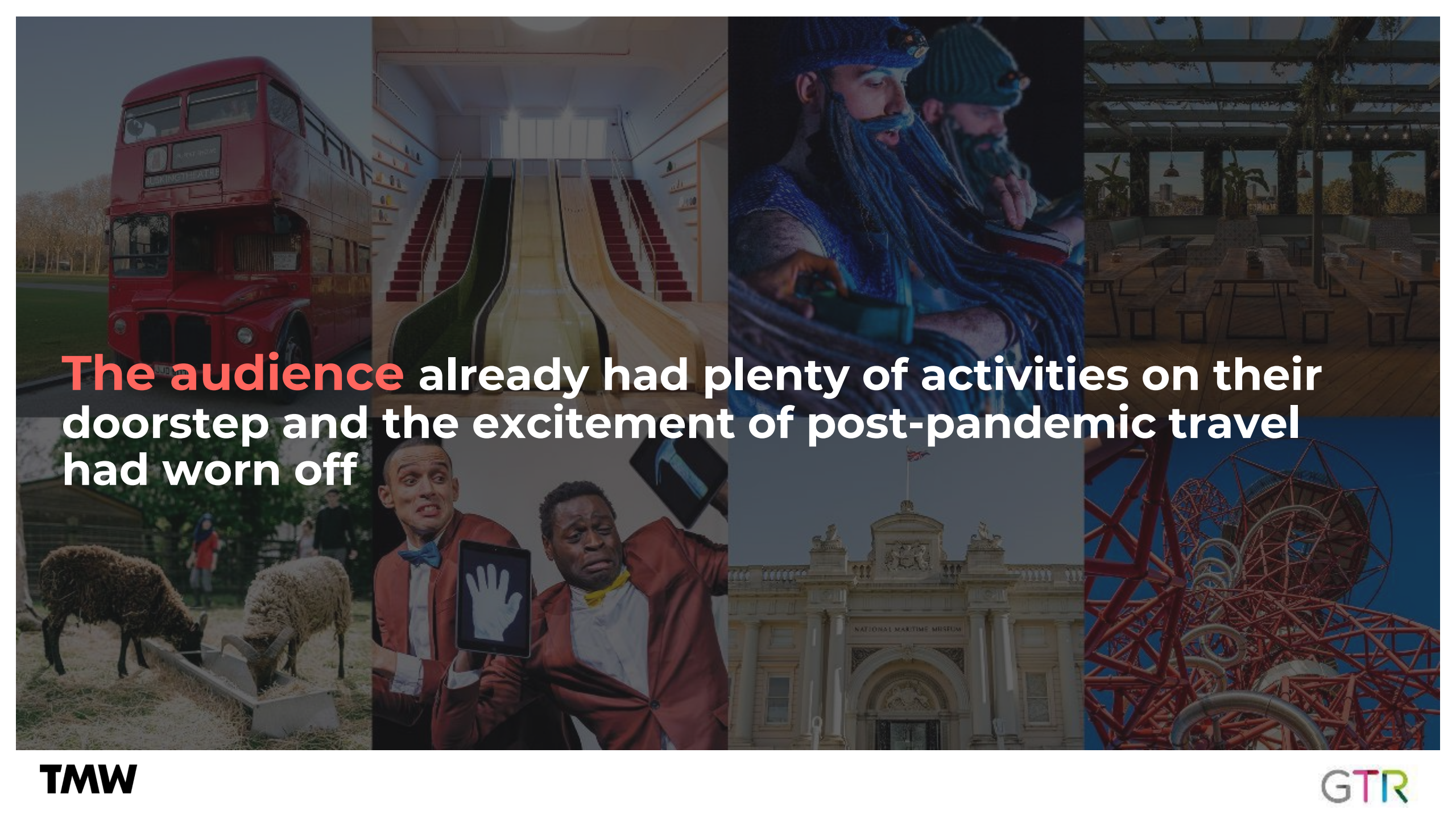


Dexters
100-1000 2000

MARKET STREET

Pecin





The audience already had plenty of activities on their doorstep and the excitement of post-pandemic travel had worn off

The image shows the exterior of Three Bridges Station, a brick building with a central entrance. A sign above the entrance reads "Three Bridges Station" with a left-pointing arrow. The building has several windows, some with posters or notices posted on them. A yellow railing runs across the foreground. The scene is dimly lit, suggesting dusk or dawn.

Brand & destinations were unheard of
- the few that they did know, felt “done”



Competition from other trainlines was strong, they offer trips to beautifully iconic destinations

The challenge: Get Londoners to travel to destinations along the GTR lines (in Spring)







OLD TOWN GOLF

www.oltowngolf.co.uk

ANTIQUES

VINTAGE

KU15 UWL

YU15 111

Everything was against us, but there was a slither of an opportunity...

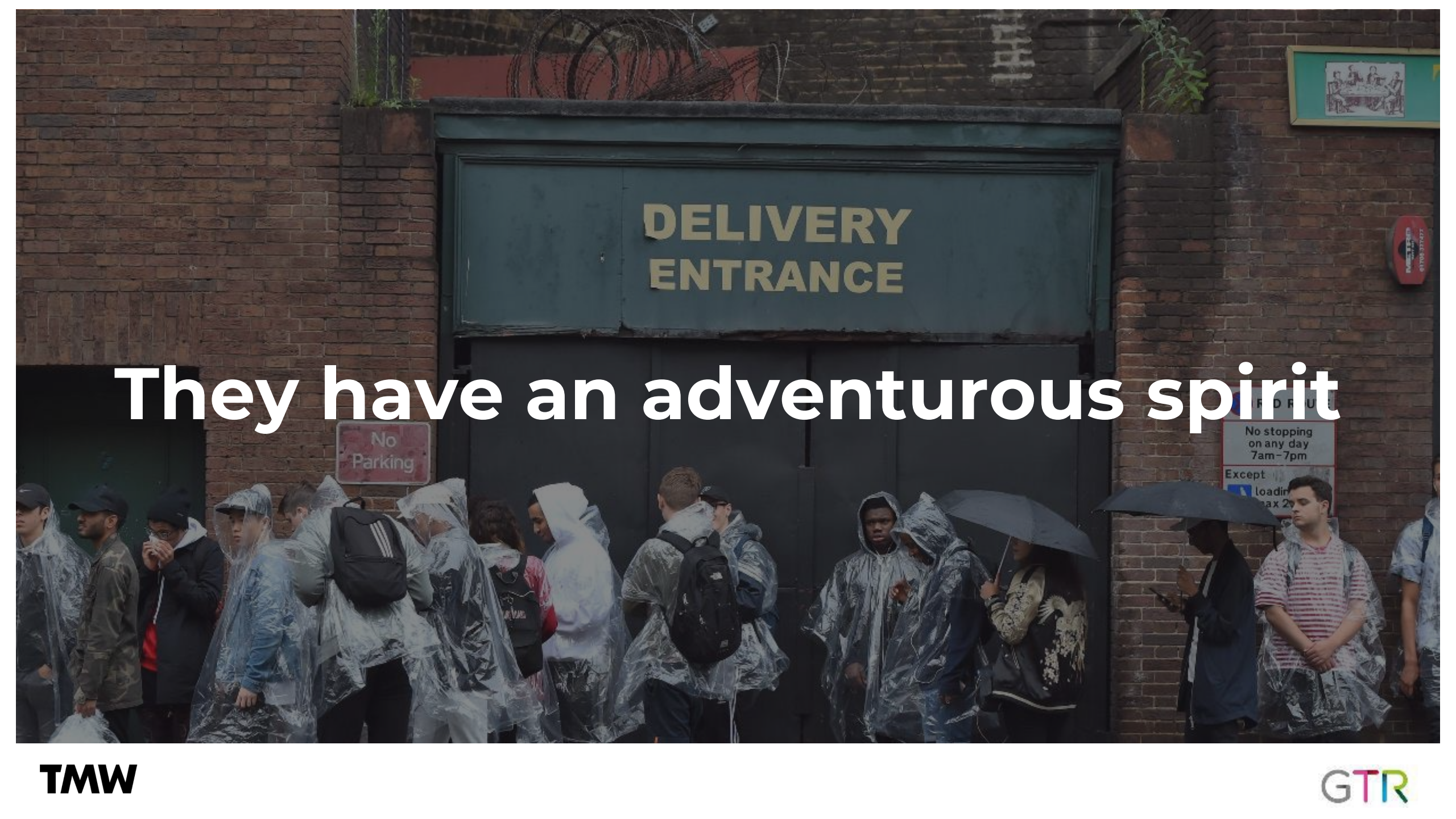
**We knew Londoners
loved to do things out
of the ordinary**



House of Dreams © Rob Greig

Unique things to do in London

Take a walk on the weird side in London at these out-there exhibitions, attractions and events



They have an adventurous spirit



& discovery has strong social cache



Our strategy:

To showcase the weird and unique activities that can only be done at GTR destinations

We took the brand benefit of “short commutes into London” and flipped it for leisure travelers to “quick trips out of London”

Outward
Mon 22 Apr 2024

< Earlier		Later >
VIC 14:59	VIC 15:05	VIC 15:29
↓	↓	↓
BTN 15:57	BTN 16:18	BTN 16:27
58m On time	1hr 13m On time	58m On time
Direct	Changes 1	Direct

Outward
Mon 22 Apr 2024

< Earlier		Later >
FPK 14:41	FPK 14:44	FPK 15:03
↓	↓	↓
CBG 15:41	CBG 16:00	CBG 16:22
1hr 0m On time	1hr 16m On time	1hr 19m On time
Direct	Changes 1	Direct

Every stop is a story



Every stop

is a story...

Enjoy 100s of unique destinations,
like **Proud Cabaret** in **Brighton**,
just a train ride away.

Book your tickets now at

thameslinkrailway.com →

ThamesLink /
WE'RE WITH YOU

10:20



southernrailuk • [Follow](#)

Original audio



**Or a flutter
with a butterfly?**



10:20



southernrailuk • [Follow](#)

Original audio



**A boogie
to the blues?**



Fancy a laugh with a lemur?



Every stop is a story...

Enjoy 100s of unique destinations, like **Drusillas Park** in **Berwick**, just a train ride away.

Book your tickets now at

southernrailway.com →



WE'RE WITH YOU



10:20

56



southernrailuk • [Follow](#)

Original audio



**Up for a walk
on the wildside?**

10:20

56



ttrailuk • Follow

Original audio



With

34% OFF

group train tickets

10:20

56



ttrailuk • Follow

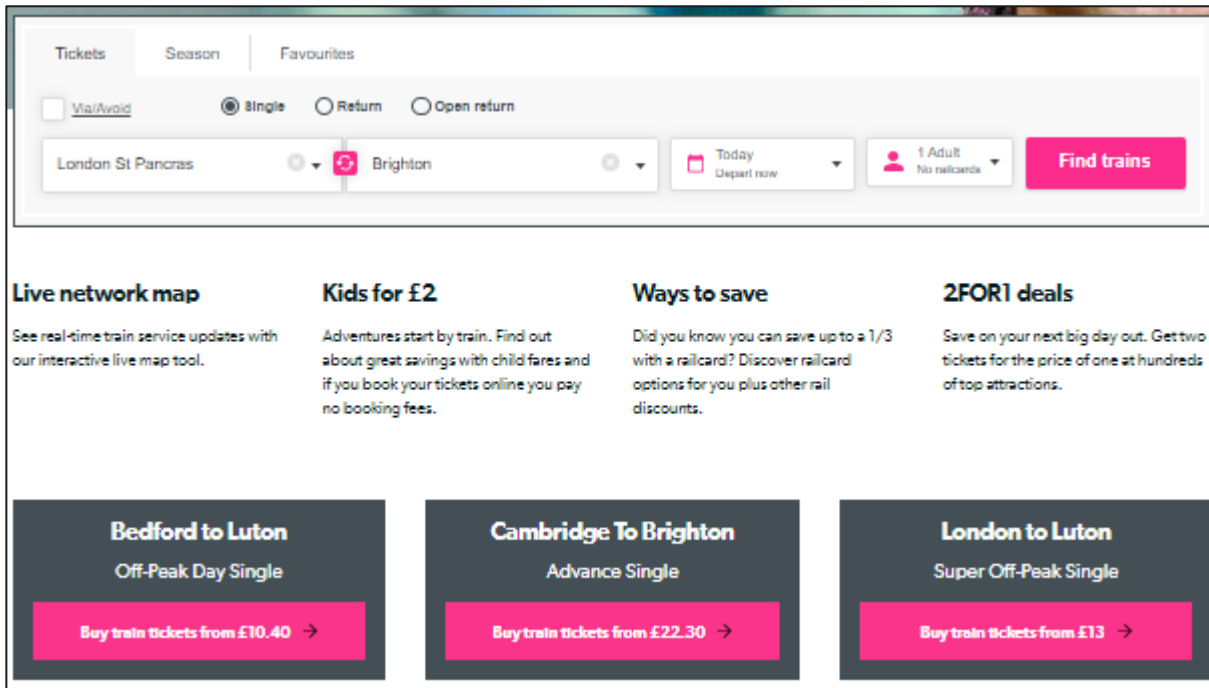
Original audio



Kids tickets for

ONLY £2?

And it worked....



Social CTR

30%

higher than
benchmark

15.1%

**increase in revenue
compared to previous
year**





**With a real
shift in leisure
brand
perception**

9%

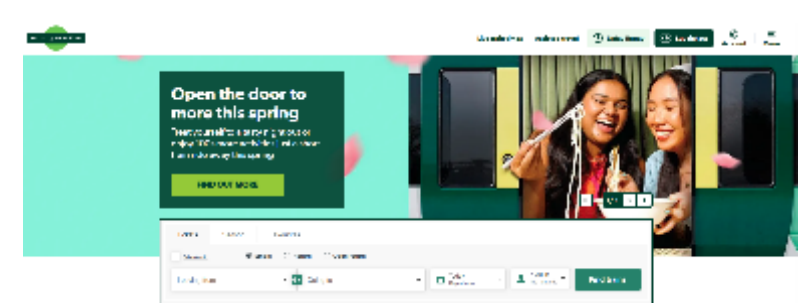
increase in “helps me find
new destinations”

7%

increase in “inspires me to
travel”

Source: YouGov”

Our new look and feel has been rolled out across the full ecosystem



A photograph of two shirtless men standing in the ocean, viewed from behind. They have their arms raised in a celebratory gesture. The man on the left has his right arm raised high, while the man on the right has both arms raised. They are surrounded by splashing water, and the background shows a clear blue sky and the horizon. The image is partially overlaid by a teal-colored vertical bar on the left and a white rounded rectangle containing text.

Every stop is a story

/ Closing comments

Dave Robinson, Customer Strategy and Analytics Director, Virgin Red and Deputy Chair of the DMA Awards Committee

/ **Key Dates 2024**

Entries open – Monday 1 July

Early bird deadline – Friday 26 July

Entries close – Friday 13 September

Late entry deadline – Friday 20 September

Shortlist Party – Thursday 10 October

DMA Awards Night – Tuesday 3 December

/ **Key Information**

Our DMA Awards Winners Showcase – Part 2 is now taking place online on Wednesday 1 May

Judges Applications are now open and close at the end of May

/ Get essential marketing skills taught by top-tier practitioners

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