

## CATEGORY: TRAVEL

# I CAME BY TRAIN: TRAIN HEROES

### Challenge

The transport sector is the biggest contributor to carbon emissions in the UK, making up 26% of UK emissions- higher even than the energy sector at 20%.

### Brief

Move the 'I came by train' campaign beyond awareness and consideration to drive real behaviour change, addressing the value-action gap for sustainable living (1 in 2 people aged 18-34 believing that sustainable behaviours mean giving up almost all of the activities that bring them pleasure in life!)

### Solution

'Going big' in Manchester, the campaign focused on celebrating 'climate heroes' for making the right choice after the fact, growing the emotional pull of making the sustainable choice next time.

### Execution

- Developed a scorecard to analyse the carbon per impression ratio for each channel, enabling a media mix with a reduced carbon footprint while maintaining effectiveness. Video formats showed stronger performance, and regional press remains a key part
- Established a robust measurement framework to track the impact of the campaign, informing how to shift behaviour change on a bigger scale in the future.

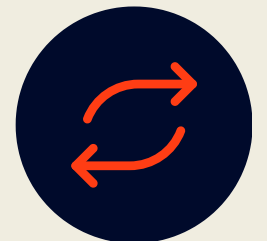
- Used geo and travel-targeting (across OOH, Audio, Print, Social and OLV) to minimise wastage and maximise impact.
- Literally rolled out the 'green' carpet in Manchester, making train travellers feel amazing for having already done the right thing.
- Put real train travellers – or 'climate heroes' as Wavemaker calls them - at the heart of creative and in local media choices.
- Our campaign reduced the carbon emissions by half (from 12.6 mtCO2e to 6.8 mtCO2e) by using more sustainable partners and optimizing the plan for fewer, more effective ads.



## Results



1-tonne reduction in carbon emissions from the change in transport.



1 in 5 people who saw the campaign switched from driving to taking the train.



Cut emissions from 12.6 mtCO2e to 6.8 mtCO2e.