

Sunnies & Shock Tactics

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Who we are



Safety first



The ask (or mission!)

Produce a comms campaign to tackle the **rise in slips, trips and falls** during winter months with the objective of **reducing the number of incidents** year-on-year and vs the industry target.



Creativity: Sunnies and Shock Tactics



Execution



Coverage snapshot



41

Total pieces of coverage



245.07M

Total reach
(excl. MSN)



6

Pieces of national Coverage
(excl. national syndication)



99%

Brand mention



7

Pieces of broadcast coverage



82%

Spokesperson inclusion



100%

Key message inclusion



100%

Positive sentiment



85%

Exclusively GTR pieces

Results and effectiveness

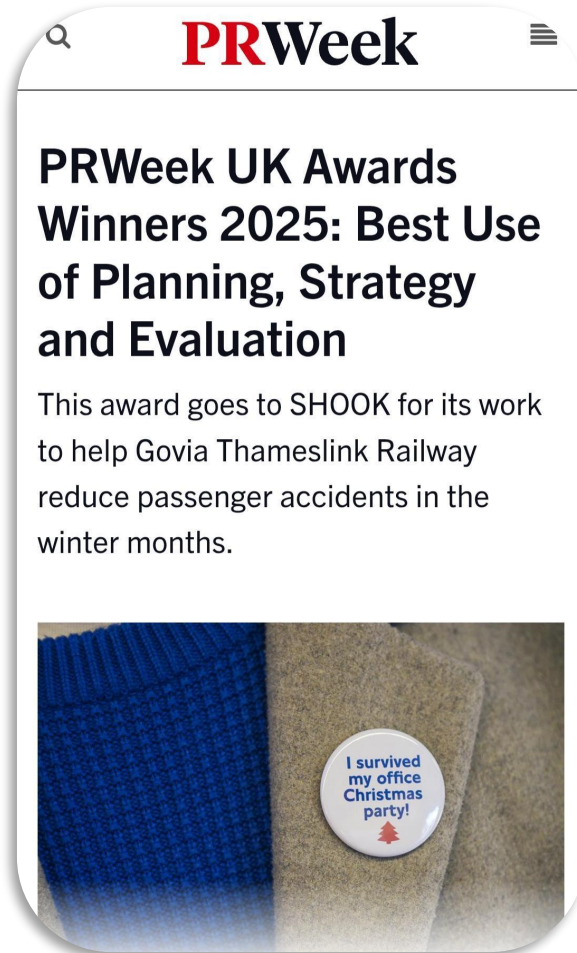


Slips, trips and falls fell 14% in two weeks.

The lowest number of passenger accidents in three months, despite December 12th being the busiest day of the year for passengers.

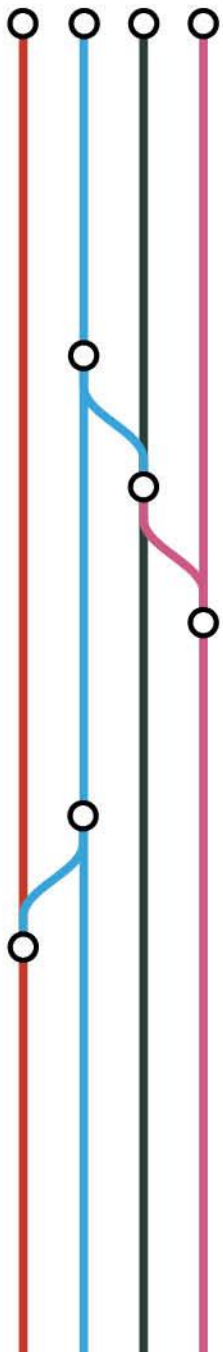
43% fewer slips, trips and falls than the target set for the industry.

Results and effectiveness



Summary





QUESTIONS