



**VIRGIN TRAINS
INSIGHT@WORK**

DECEMBER 2016



60% TRAVEL LONG DISTANCE (100+ MILES) ON BUSINESS IN THE UK



**60% TRAVEL
100+ MILES
ON BUSINESS**



**67%
TRAVEL INSIDE
THE UK**

ECN

**50%
RECALL ADVERTISING**



1 IN 2

**LIKELY TO
BOOK**


SMART ADS

**MAKE YOUR
MEDIA
WORK SMARTER**



RECALL OF VIRGIN TRAINS ADVERTISING IS HIGH

MESSAGE COMPREHENSION



	Total	100+
I haven't seen any advertising from Virgin Trains	17.9%	20%
I have seen advertising from Virgin Trains, but I don't remember what was being advertised	41%	39%
Travelling by train from London to Edinburgh takes a similar length of time to flying	15.7%	18.0%
Beat the traffic by travelling by Train from London to Leeds	4.5%	8%
Travelling by train is more productive because you can work while on board	9%	18%
Virgin Trains are currently refitting trains with new seats, carpets, tables, new food and new entertain8ment	6%	12%
Brand new Virgin Azuma trains are coming in 2018	6%	5%



MAKE YOUR MEDIA WORK SMARTER WITH ECN



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A vertical advertisement for Virgin Trains. It features a man in a blue suit with his arms crossed. The background is red. The text reads: 'OH WHAT A PRODUCTIVE MORNING' in large white letters, 'GET ONBOARD, THEN GET ON IT' in smaller white letters, 'LONDON TO LEEDS' in white letters, '2HRS 13MINS' in white letters inside a white box, 'BOOK TODAY VIA YOUR TRAVEL MANAGEMENT COMPANY' in small white letters, and the Virgin Trains logo with the tagline 'BE BOUND FOR GLORY' at the bottom.

**OH WHAT A
PRODUCTIVE
MORNING**

GET ONBOARD,
THEN GET ON IT

LONDON TO LEEDS
2HRS 13MINS

BOOK TODAY VIA YOUR TRAVEL
MANAGEMENT COMPANY

*Virgin
Trains*
BE BOUND FOR GLORY