

Elizabeth line launch PR campaign

July 2018



EVERY JOURNEY MATTERS

Press Office campaign strategy

With the launch of the Elizabeth line approaching, the time has come to **shift the focus of the lead narrative from construction to the introduction of services.**

The objectives of the press campaign are:

- To build awareness amongst Londoners and visitors that the Elizabeth line is coming in December 2018, supporting the biggest transport improvement in a generation
- To highlight the benefits the Elizabeth line will bring, building the excitement necessary to ensure the line is well-used from the outset
- To deliver a high-profile, VVIP-led media event to celebrate the historic launch of the Elizabeth line, working jointly with the Department for Transport and City Hall
- To adopt a creative approach in order to reach a diverse range of audiences, looking beyond traditional news media to promote the Elizabeth line brand
- To identify and mitigate all communications risks, ensuring the reputation of Transport for London is upheld



Elizabeth line Media strands: overview

Dec '18: Elizabeth line launch



Art, architecture + design

Staff and Case Studies



History + heritage

Delivery: stations, trains + testing

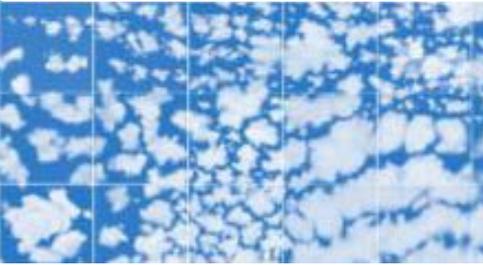


Fares + technology

Accessibility



Social media, video + photography



Documentaries & features



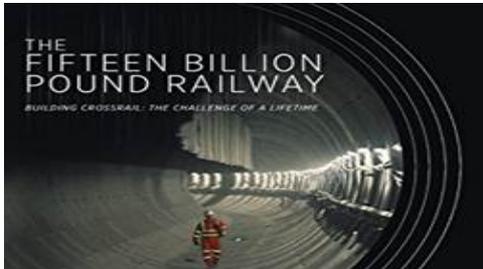
Local engagement



Commercial development



Business & economy



Target audiences

- **All Londoners** – given the scale of the Elizabeth line network
- **National and international news audiences**
- **Existing customers** – customers who already use services that convert to Elizabeth line services during the staged opening i.e. Heathrow Connect
- **New customers** – customers who will start using the new Elizabeth line services and move from other lines i.e. Central and Jubilee lines and TOCs
- **Visitors to London**
- **Stakeholders** – including government, business groups, local businesses, local authorities and politicians
- **Businesses** – particularly those who have financially contributed



Media targets

- **National broadcast and print** - eg Today Programme, BBC, ITV, Channel 4, The Times, The Sun, The Daily Mail, The Telegraph, The Guardian etc
- **London-wide media** – eg Evening Standard, Time Out, Londonist, BBC Radio London, local drivetime programmes
- **Local media** – covering the entire Elizabeth line route, as well as local areas for our key suppliers
- **News agencies** – PA, AP, AFP, Reuters etc
- **Long-lead magazines**
- **International news media**
- **Social media** – Twitter, Facebook, Instagram
- **Trade magazines and blogs** – eg Rail Magazine, IanVisits
- **Politics programmes watched by Government** – eg Daily Politics, Question Time
- **Documentaries** – Crossrail: The £15bn Railway



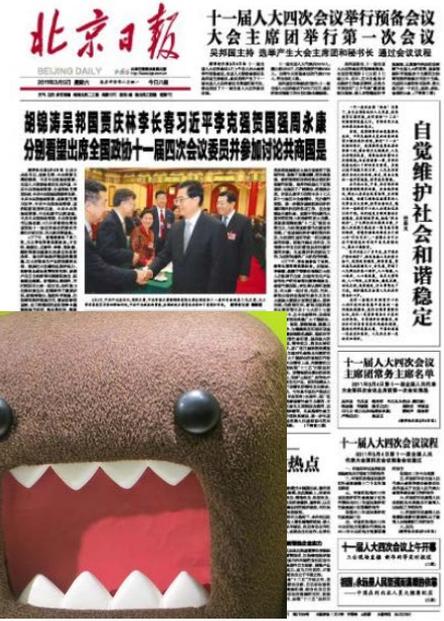


Trial ops – public testing

- Exercise-style comms event, with various focus groups involved.
- Press release with photography, with a strong accessibility focus
- Select group of journalists invited to follow the testers
- Geoff Marshall to be invited to produce a video
- Photos shared on social media



Mid-November 2018: International media event at an Elizabeth line station

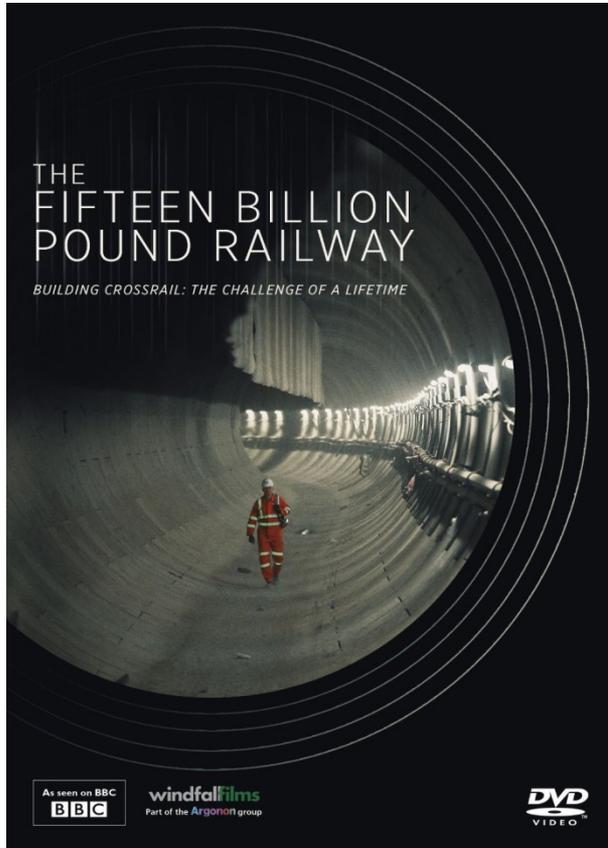


- Event to be held at an Elizabeth line station, in partnership with the Foreign & Commonwealth Office (FCO) and Foreign Press Association (FPA)
- FCO to issue invites to around 30 key international journalists (print + broadcast)
- Interviews offered with a DfT minister and high-level TfL spokesperson





December 20 18: BBC Fifteen Billion Pound Railway



- Working with Crossrail Ltd on Series 3, which will air in December 2018
- 2 x one hour episodes will cover the completion of infrastructure and operations
- Treatment for Episodes 1 and 2 being finalised by Windfall
- Series 2 is BBC Two's most watched programme of 2017. Series 2 broadcast in Australia in September 2017
- Repeats of series 1 and 2 will continue





December 20 18: Elizabeth line launch – ideas overview



- Large-scale media and stakeholder event and press release
- Event to be fronted by the Mayor, Mike Brown, PM, Transport Secretary
- Train of 'Elizabets': Staff and Londoners named Elizabeth
- Interactive exhibition with Museum of London
- Other invitees to include representatives from key business groups, sponsors, charity representatives, celebrities etc
- Live radio broadcasts from stations throughout the day
- Launch day Google doodle
- "Turning London purple": TfL Head Offices, iconic buildings - Tower Bridge, London Eye, City Hall, Emirates Air Line towers
- Work with London Transport Museum to refresh latest exhibition
- Lego roundels at stations
- Stakeholder event hosted by London First and Canary Wharf Group week of launch





December 20 18: Launch day – draft media outline

- VIP opening with PM, SoS, Mayor, TfL and CRL.

From 06.00 - before media event commences with VIPs

- Opportunity for BBC Breakfast and select media to join the ‘final prep’ moments behind the scenes. Live outside broadcast opportunities, potentially including from Old Oak Common depot where the first trains will travel from to Paddington. Interviews with staff, train drivers, station staff, line controller etc.

08.00 Visit the new Elizabeth line station at Paddington

- See the new station: concourse, platforms, cloud art
- Meet the people responsible: operational station staff and train drivers, construction representatives including apprentices and young engineers, VIPs
- Large group of Elizabeths all at station ready to board train





December 20 18: Launch day – draft media outline

08.30 Travel on the Elizabeth line to the new Elizabeth line station at Canary Wharf

Board a new Elizabeth line train

Select group of 'Elizabeths' representing Londoners to travel on first train with VIPs – main photo op (potential to break a record – most number of Elizabeths in one place...or similar)

Alight at Canary Wharf (train travels non-stop Paddington to Canary Wharf)

10.00 railway to open to the public

Media facility offered at key stations including TCR, Paddington and Farringdon for public opening, chance to film stations in use and vox pop passengers.

Key TfL spokespeople and potential supportive stakeholders i.e. Canary Wharf Group, London First etc to be available for interviews

Throughout the day

Celebratory feel across stations with potential for 'busking' acts / choirs etc to be singing in ticket hall areas (note: Elizabeth busking programme won't officially start until late 2019)



December 20 18 / January 20 19: Elizabeth line launch – station by station

Campaign
highlights



- Following the large-scale media and stakeholder event, we will mark the launch in a more local way with a focus on individual stations
- Potential for events at stations along the route, with the aim of inviting trade and local press and stakeholders
- Local press releases and images to be issued
- Involvement with local schools, businesses, residents, accessibility and charity groups



May 20 19: Elizabeth line begins between Paddington – Shenfield via Whitechapel

Campaign highlights

- Press release detailing the service changes, with photography and maps
- Time-lapse social media video to illustrate how you can go straight from Paddington to Shenfield
- Work with vloggers to explain ‘how it all works’



December 20 19: Elizabeth line fully open

Campaign
highlights

- Press release with photography, strong focus on accessibility transformation
- London and home-counties focussed media event at Reading station, with VIPs travelling on the first Elizabeth line train to London
- Social media videos produced to highlight new journeys that can be made

