



## CiA Jumps On board with First Great Western

**Client:** **First Great Western**  
(Jan 2007 to Feb 2008)

First Great Western (FGW) services the South and South West England, as part of the First Group and manages 210 stations with over 67m journeys annually. The presentation of primary messages both in station and on train, for both customer safety and information, is not only a key business requirement but also part of the DTI franchise compliant requirement.

**Role:** **Consultancy:**

Appointed by the Marketing Director to lead key communication projects including:

- Audit of stations for poster position and content mapping
- Review and renewal of distribution contract
- Review and change of station delivery procedure
- Develop a plan to 'sell' new poster sites in key stations to CBS Outdoor to generate incremental revenue
- Business segment research – BA, Virgin and GNER

**Action:**

- Review of reach, the onboard magazine, and appointment of new publisher
- New design and copy templates for station posters
- Review and change of print and poster management procedure
- Introduce new poster units into the top 15 stations (70% of footfall) for improved customer information
- Review poster placement and positioning of station posters for brand and message impact

**Result:** Over a 12 month period CiA took on a number of central projects that has both ensured compliance with Dti regulations and improved customer communication on stations.

“...the breadth of experience that Peter brought to FGW has ensured that we completed a number of projects which has materially improved our customer communication especially on stations.”

**Tim Hayne, First Great Western Head of Marketing**