

Create a marketing campaign for a brand new hydrogen train!

Names:

Year Group:

School:

The rail industry is constantly being transformed by technological advances. In recent years, the focus has been on the 'green' agenda and renewable energy. Rail companies are looking for innovative and environmentally friendly ways to power their trains.

Fun fact:

Hydrogen powered trains are emission free, meaning they're an environmentally friendly ('green') alternative to existing diesel powered trains. They are also considerably less noisy than their diesel counterparts!

Let's start by learning a little more about sustainability and hydrogen power!
Match the word to the definition. After all, this might come in handy for your challenge!
(If this is printed just draw a line to the match or in acrobat write the appropriate letter in the box)

1. Sustainable

2. Non-renewable

3. Renewable

4. Energy efficient

5. Hydrogen

6. Battery

7. Fuel cell

A. A device where energy is stored

B. Something that performs in the best way possible while using the least amount of energy

C. A resource that cannot be replaced after it has been used

D. A resource that will be replenished

E. A device where energy is generated by a chemical reaction

F. An activity that does not destroy resources

G. An element that when mixed with oxygen produces electricity, heat and water

In acrobat, click the button below to reveal the answers



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Your task: Imagine you are part of the Marketing and Communications team in a large rail company, who have just launched a brand new hydrogen train, ready to open its doors to its first set of passengers.

You must design a marketing campaign to promote the hydrogen train and its benefits.

Your campaign must include three key elements:

- **A press release:** A press release is an official statement issued by a company to newspapers giving information on a particular matter
- **An advert for the train to attract passengers:** this could be a poster, a billboard, or if you're feeling extra creative, a short TV advert in the form of a video or a 'storyboard'
- **Social media:** Think about how you might communicate the hydrogen train on Twitter, Instagram or Facebook, and come up with some example posts.



What do we mean by 'marketing'?

The term 'marketing' refers to all of the things a company might do to promote their products or services to customers. Marketing is all around us: adverts, product packaging and social media posts are all examples of marketing techniques. Marketing can be done subtly, or it can be obvious!

Top tips

Think about who your audience is

Is there someone in particular you want you target? For example, commuters who use trains to get to work everyday, or, young people.

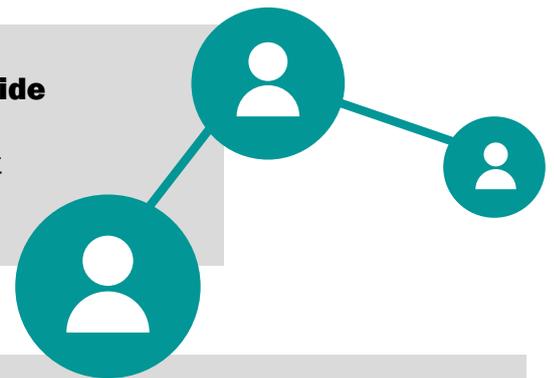


Consider persuasive writing techniques

You might have learnt about these in English. These can include alliteration, lists of three, and the use of facts and statistic.

If you working in a group, think about how you can divide the responsibilities.

For example, one person could focus on social media, whilst another works on the press release.



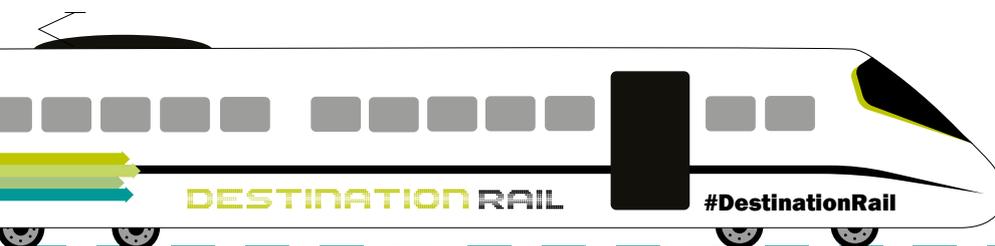
Do some research!

You might want to do some internet research into hydrogen trains, renewable energy, sustainable technologies or rail travel in general, to help you 'advertise' the train.



How can you use colour and images?

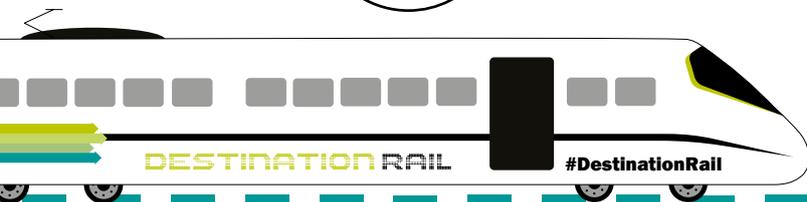
The use of eye-catching colours and imagery is an important tool in marketing.



Ideas and planning page

On this page you could include some initial ideas you or your group has around your marketing campaign. You can even jot down any research you have found on hydrogen trains.

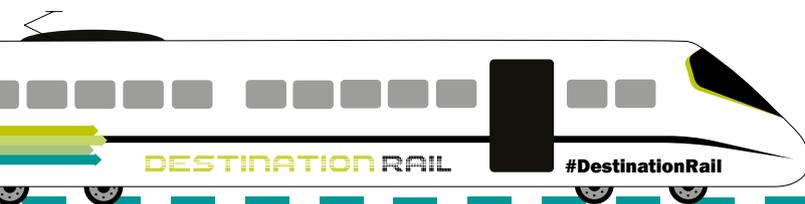
Ideas



Press release

Top tip: Have a look at examples of press releases on the internet to help you get inspiration for yours.

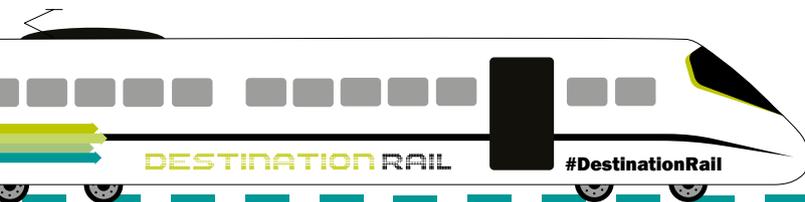
Once you have drafted something, it can be handy to get another person to proofread your work to check for spelling and grammar mistakes! Editing is an important part of producing written marketing.



Advert

Top tip: Think about all of the different formats you have seen adverts in. Perhaps you want to design a poster, a billboard, or even something for TV...

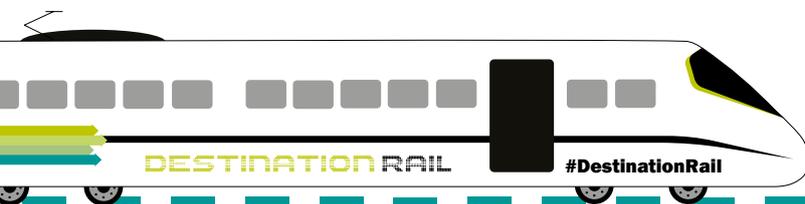
This could be done as a video (in which case you could insert the link below to be watched by the judges), or as a storyboard.



Social media

Top tip: Think about the social media apps and platforms you use and how companies use these to market their products.

Perhaps you'd like to design some 'stories' for your rail company's Instagram account during the lead up to the event, or even some Tweets to announce the opening of the hydrogen train...



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In completing this challenge booklet, you have explored and demonstrated many of the skills and practical knowledge required for a career in Marketing and Communications. These careers include:

- Marketing executive
- Market researcher
- Digital copywriter
- Social media manager
- Web content producer
- Advertising executive
- Public relations officer
- Graphic designer

Bonus activity:

Select one of these careers you are most interested in and try and try find 3 'facts' about these careers.

Think about:

What qualifications do you need to do these jobs?

What skills do you need to do these jobs?

Where could you do this job?

There are many pathways into these careers. Studying at university can give you the skills, knowledge, and experience to succeed in this area. You could consider studying:

- Business Management
- Creative and Digital media
- Creative Writing
- English Language
- Graphic Design
- Journalism
- Social Media Content Creation

