

# Consumer Research: Via Rail



Media Agency: Touché!  
Creative Agency: Cossette  
Client: Via Rail  
Year: 2017

To encourage drivers to start riding trains, Via Rail utilized a predetermined set of strategic highway billboards located in Montreal and Toronto that displayed messages based on the latest traffic conditions. The digital boards displayed the driving time from the exact location of a billboard to a specific destination if it happened to be greater than the travel time by train.

The objective of the campaign was to demonstrate that taking the train is often faster not to mention less frustrating than driving.

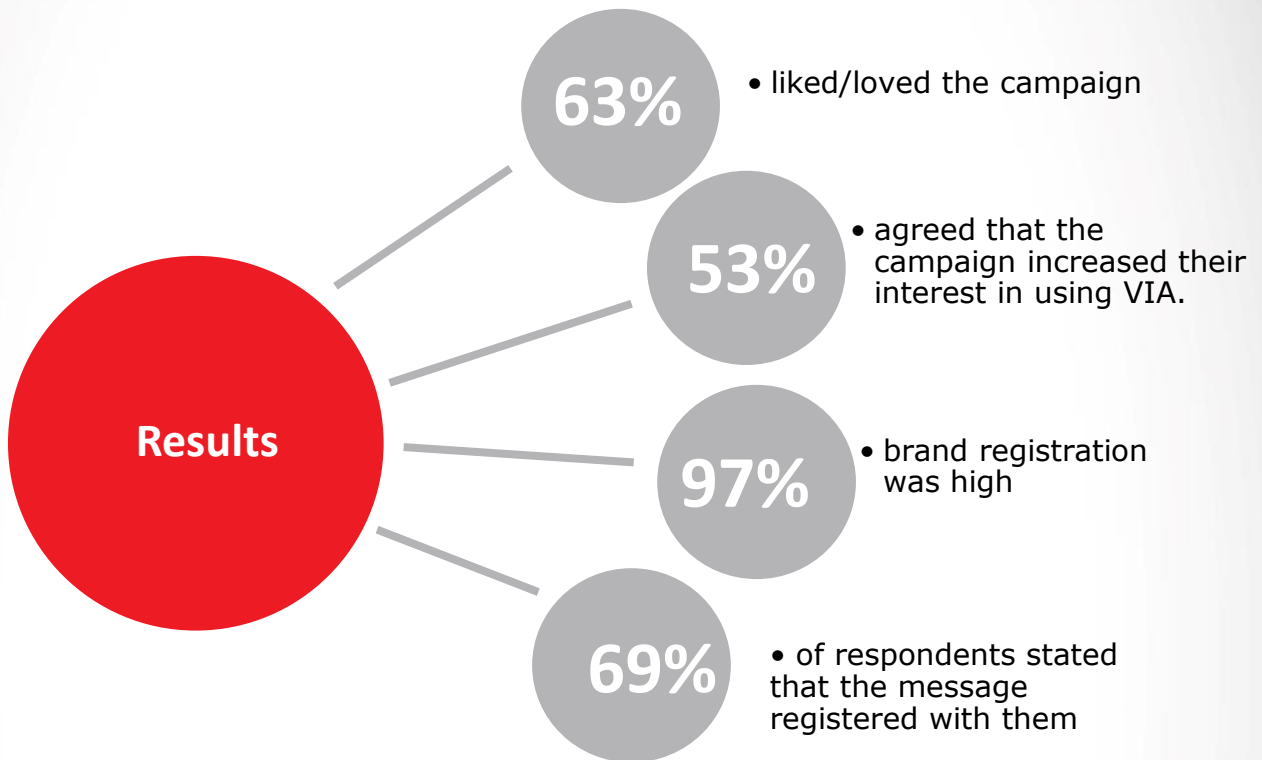


## Research Sample

- Montreal and Toronto adults who have purchased rail or transit tickets in the past 6 months.

# Main Message Key Feedback

- The message came across clearly and people liked the playful context.



## ▶ Consumer Comments on Main Message

*"Take the VIA train service as an alternative mode of transportation"*

*"Travel is simpler and faster by using VIA Rail"*

*"Being stuck in traffic sucks. Why not take the train?"*

*"Take the train, save time"*

Source: BrandSpark Consumer Panel 2018