

CASE STUDY: NEWSPAPERS WORK FOR LOCAL DIGITAL ADVERTISING



The Challenge

As one of the most acclaimed advertisers both domestically and internationally in recent years, VIA Rail was seeking a new way to demonstrate its expertise in innovative and responsible strategies for the Canadian market.



The Objective

In collaboration with the Touché! strategy team, VIA Rail launched Love the Way in the summer of 2018 to increase its brand visibility and boost ticket sales. The main objective for 2019 was to increase interest in rail travel, with specific digital KPI's while maintaining revenue efficiencies.



The Plan

VIA Rail's agency Touché! prioritized "responsible media buying" and for the 2019 campaign made sure that 80% of advertising investments for the Ontario and Quebec markets were allocated to the digital platforms of local content creators and publishers. Both agency and client believed it was vital to support local publishers who develop rich and relevant content for Canadians and allocated 25% more of the buy to local digital media, compared to the previous year.

"Due to the nature of our company, VIA Rail's marketing activities dedicated to route popularity, brand visibility and ticket sales are conducted almost exclusively online. Increasing our presence in the Canadian digital ecosystem is therefore a strategic choice that allows us to effectively reach our target audience and to more fully embody our position as a unifying Canadian leader in sustainable, enjoyable and safe mobility, all while supporting local media."

Simon Parent, Senior Manager, Marketing and Optimization, VIA Rail



The Creative



"With the Love the Way campaign, VIA Rail Canada (VIA Rail) and media agency Touché! are demonstrating that it's possible for major Canadian advertisers to become precious allies in ensuring the sustainability of local newsrooms all while continuing to launch impactful campaigns."

Alain Desormiers, founder of Touché!



For more information, go to www.newsmediacanada.ca

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“The results of the Love the Way campaign show that investing locally pays off.”

Alain Desormiers, founder of Touché!



The Results

Strategically including local Canadian media in the 2019 VIA Rail media plan resulted in the following increases while also supporting local newsrooms.



**6.5% increase
in transactions**

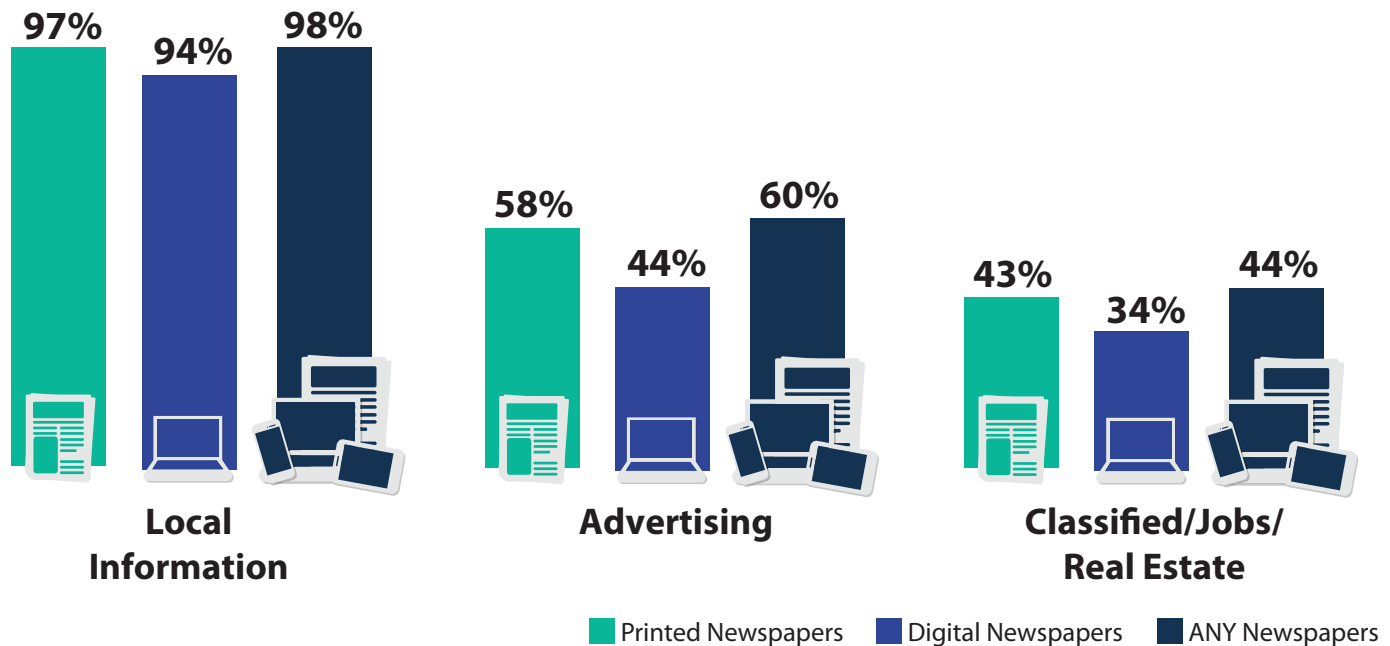


**6% increase
in ridership**



**5.5% increase in
total revenue**

Readers choose newspapers for LOCAL information as well as advertising.



“With a budget similar to that of 2018, but favoring the Canadian media, VIA Rail recorded a 5.5% increase in revenue in 2019, 6.5% in its transaction volume and 6% in its number of passengers.”

Alain Desormiers, founder of Touché!

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