



Bombardier Building a positive reputation

The Challenge:

Bombardier is a global leader in trains and planes. In the UK, Bombardier manufactures in Derby, where trains have been rolling down production lines since 1839. As an organisation, Bombardier must regularly compete to sell trains into operating companies, including for major projects like London's Crossrail.





Campaign:

We developed a campaign brand and event strategy to herald the company's new Aventra locomotive by recognising and celebrating 175 years of near continuous train production in Derby. Our ideas included linking the past and future to remind London-based decision makers of the importance of train-building in the UK.

Old trains joined their modern contemporaries for factory events which attracted dignitaries like the transport secretary to see first-hand the skill and craftsmanship of Bombardier's UK workforce. Our recommendations included services of thanks, train-related film festivals, model railway exhibitions, viral campaigns and local installations. We also recommended events to promote and celebrate factory staff locally and nationally. Bombardier's Aventra train was selected for Crossrail.



1839-2014 **DERBY RAIL INDUSTRY** #derby175

DERBY RAIL INDUSTRY

WWW.BOMBARDIER.COM
Facebook: derby175, Bombardier • Tweet: #derby175, #bombardier

1839-2014 **DERBY RAIL INDUSTRY** #derby175

DERBY RAIL INDUSTRY

WWW.BOMBARDIER.COM
Facebook: derby175, Bombardier • Tweet: #derby175, #bombardier

1839-2014 **DERBY RAIL INDUSTRY** #derby175

DERBY RAIL INDUSTRY

WWW.BOMBARDIER.COM
Facebook: derby175, Bombardier • Tweet: #derby175, #bombardier

Nº 003459

BOMBARDIER
Cordially invites you to celebrate 175 years of Derby Rail Industry

Destination	Station	Departure	Arrival Time
DERBY	LONDON ST PATRICKS	May 15 2014	08:45am

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

£10.00

BOMBARDIER BOARDING PASS
★ ADMIT ONE ★
Dinner, Drinks & Memories

MAY 15 2014

Truck Nº: LD2387 Class: FIRST Seat: LD344

Nº 003459

ADDITIONAL SEAL FOR CANCELLATION

TS:-----RAIL-INDUSTRY-175-1839-2014-----175-1839-2014-----
 ---HOME-OF-TRAIN-MARKING-AT-THE-175-1839-2014-----BOMBARDIER-----