

## CLIENT SUCCESS STORY

## Northern Rail

## The Brief

Back in 2015 British train operating company Northern Rail contacted GFM to help them create a unique prize promotion campaign that would reward their passengers for purchasing tickets via their app. This promotion needed to be managed in its entirety from concept generation through to prize sourcing and fulfilment.

## Our Solutions

In response to the brief we created and built the 'Match the Station Name' game, sourced over 100 exclusive prizes and successfully distributed them. As a result, the client experienced a significant increase in ticket purchases and app downloads; effectively enhancing the company's brand awareness and customer loyalty in the process.

## OVERVIEW

- ✱ Concept generation
- ✱ 'Match the Station Name' game build
- ✱ Prize management & fulfilment
- ✱ Full account management
- ✱ Legal & compliance



100+ prizes sourced



Significant increase in mobile ticket purchases



Huge increase in app downloads

*"We wanted to reward passengers who purchased tickets via our app and GFM delivered the perfect game and promotion to enable us to do just that."*

Head of Marketing  
Northern Rail

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