




Post Script Productions

Strategic Insight, Outstanding Creativity



A unique approach to marketing

Middleton Railway – a case history



Background

Once a pioneering railway company transporting coal to the local industries of Leeds, the line fell into disrepair over the years as newer technology passed it by. The costs of carrying on the legacy of John Blenkinsop's brainchild and the innovative excellence of the engineering company Fenton, Wood and Murray were prohibitive – as the coal ran out, so did the income and, eventually, time.

However, both the local and railway community refused to let the outstanding buildings and workshop disintegrate and through local enthusiasts, the occasional public benefactor and, finally, national lottery funding the station was rebuilt and several engines were restored.

As part of its rebirth, the railway touted local businesses to supply sponsorship, including the major retailer Asda.



Old Ma Blenkinsop

Requirement



Fenny, Murray and Woody

Asda's association would not only add to the coffers, but give access to a wider target audience so bringing much needed awareness to Middleton Railway. The brief was simple – spend the limited sponsorship allocation to maximise coverage for both the railway and the supermarket

The only question remained as to how – a simple branding exercise plastering the station with Asda logos complemented by exposure in the retailer's neighbouring supermarkets seemed the simple, simplistic answer.

Or was there a more original proposal that would be less intrusive to the railway and indeed add to the overall experience? Could there be a more innovative means of sponsoring the railway that could extend beyond the initial outlay? Above all, could there be a means of improving the commercial return to the station?

The answer was The Middleton Stories.

The Middleton Stories

The Middleton railway complex offered many possibilities – its shed full of re-built engines and re-furbished carriages, its new station and upgraded workshop, its track that circumvented the local parklands, its restaurant, shop and conference facilities. It reeked of history and nostalgia of the bygone age of steam.

Most of all, it offered a unique local marketing opportunity.

The idea was to tap into the boyhood wonder of railways and the miscellany of exhibits and experiences by creating a storybook centred around the three working engines. The storybooks would tie into, and enhance, the 4 promotional events for the station (Easter, Summer, Halloween and Christmas), utilise references and names to reflect the station's history, and create a comprehensive marketing programme covering advertising, promotion, campaign extensions and customer relationship marketing.

It also created a licensing property that could be extended into merchandise and sales promotion – whilst removing the costs of using more established licenses such as Thomas the Tank Engine.



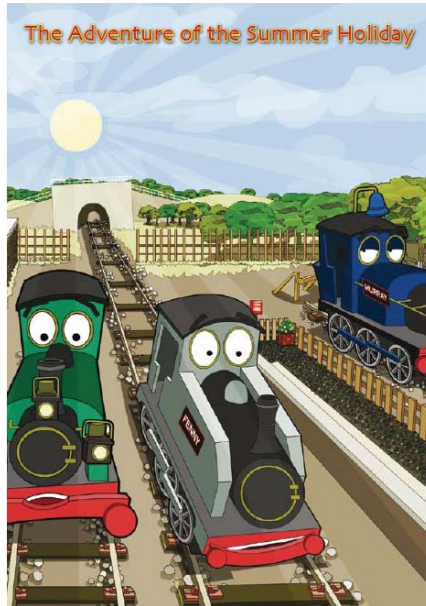
Easter Bunnies

The campaign

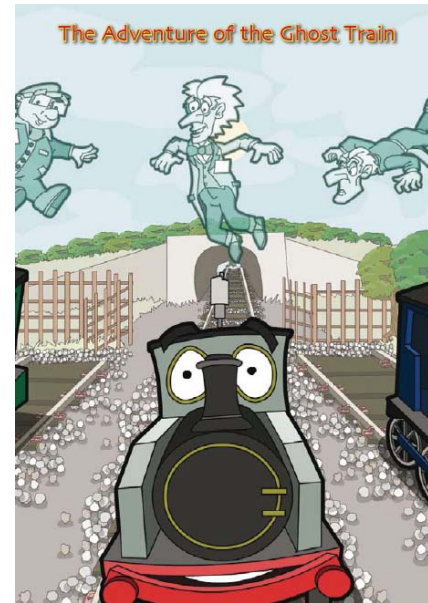
Story books



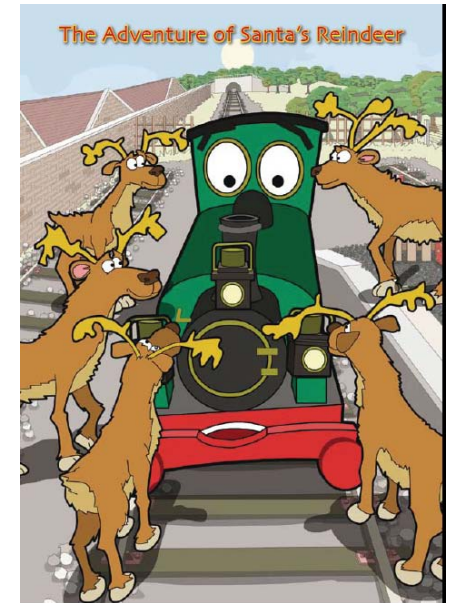
Easter



Summer



Halloween



Christmas

4 story books allied to each key promotional period

The campaign

Puzzle books

Easter

Can you find the Easter Bunnies?

Everyone wants their chocolate eggs this Easter – especially MURRAY! You can help him, as well as FENNY and WOODY, find the Easter bunnies that have moved to Middleton Railway through The Great Tunnel.

As you go round the Station and Engine House, you will see lots of Easter bunnies just like the ones below. Find as many as you can and then take this number to the Station reception.



If you find exactly how many Easter bunnies are missing, you could win a special Easter egg!

I have found ____ Easter bunnies

The Middleton Stories

Do you want to read the whole adventure about the Easter Bunnies? Get your copy of all the Middleton Stories in our special book exclusively at the Middleton Railway.



The Middleton Railway Trust Ltd, The Station, Moor Road, Leeds LS16 4JF
Registered Charity No. 104924
www.middletonrailway.org.uk info@middletonrailway.org.uk @MiddletonRailway



Halloween

Can you find the Halloween Ghosts?

You can help poor FENNY get through The Great Tunnel! Before you get on the Engine, you need to find the ghostly friends of OLD MA BLENKINSOP. Watch out – one of them may even come and find you!

As you go around Middleton Railway, write the names of the ghosts below. Then get aboard FENNY and make your way to The Great Tunnel. Listen to the instructions and you can get FENNY through safely!

And don't worry if you cannot get all the names – someone on board will be able to help you.

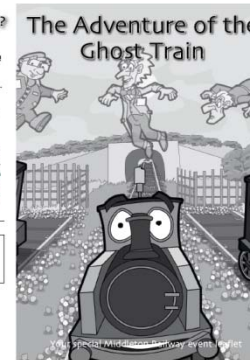


The Middleton Stories

Do you want to read the whole adventure about the Halloween Ghosts? Get your copy of all the Middleton Stories in our special book exclusively at the Middleton Railway.



The Middleton Railway Trust Ltd, The Station, Moor Road, Leeds LS16 4JF
Registered Charity No. 104924
www.middletonrailway.org.uk info@middletonrailway.org.uk @MiddletonRailway



Summer

Can you find the Engines' ice creams?

You can help FENNY, WOODY and MURRAY find their delicious ice creams. As you walk round the Station and Engine House you will find five ice cream cones.

On each cone is a single word. All you have to do is write the words down in the right order on the line below and you can make a very special Summer message.



Take your correct answer to the Station entrance and you can win an ice pop all of your own!

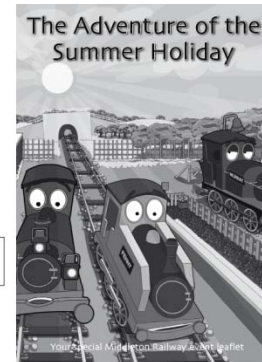
The special summer message is

The Middleton Stories

Do you want to read the whole adventure about the Summer Holiday? Get your copy of all the Middleton Stories in our special book exclusively at the Middleton Railway.



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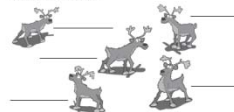
Christmas

Can you find Santa's Reindeer?

Santa needs his reindeer to deliver all the Christmas presents. Now that naughty EDGAR the dog has chased them around the Station, we need your help to find them.

As you walk around, you might see the reindeer hiding in the Station or the Engine House. If you do, write their name in the space below.

If you find them all, tell OLD MA BLENKINSOP – and Santa will give you a very special Christmas prize!

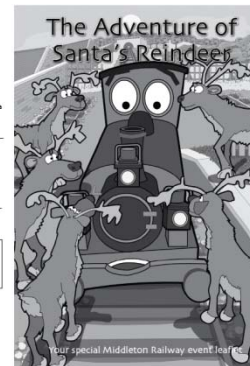


The Middleton Stories

Do you want to read the whole adventure about Santa's Reindeer? Get your copy of all the Middleton Stories in our special book exclusively at the Middleton Railway.



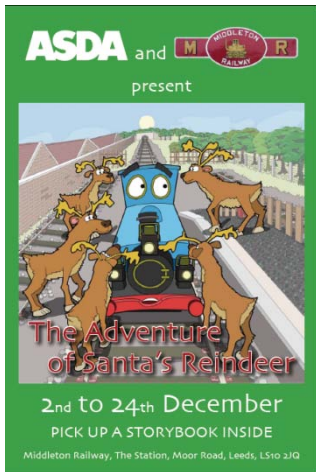
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Each story had a puzzle book to support the promotional event

The campaign

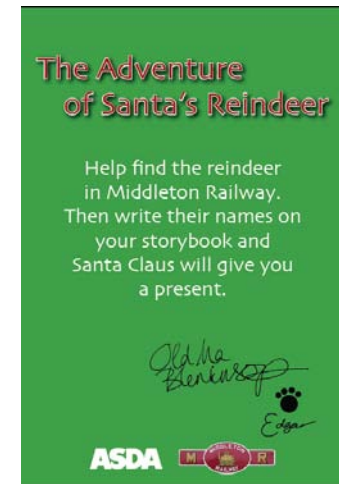
Promotional material (Christmas)



Poster



Stall



Event



Banner

Each promotional period has its own support material

Promotional material

The adventure of the ghost train - A Middleton story.

Fenny Whistle's going on a Halloween ghost ride.

Old Ma Blenkinsop and Edgar think Fenny will be frightened

Too late! Fenny is entering the ghostly Great Tunnel!

Come to Middleton Railway to join Fenny on his ghostly adventure, meet all his friends and win a special prize!

Rides are on 28th and 29th October

Pick up a free storybook from your local ASDA

Presented by ASDA

The Middleton Railway, The Station, Moor Road, Leeds, LS10 2JQ 0113 2710320

Press ad



Smokebox children's club



Then BILLY thought about how he could make birthdays very special.

"I know," he said. "On their birthday, children can climb up into my cab and blow my whistles. I'll write their age on my cab, too, so everyone can take pictures of me and the birthday boy or girl to remember the day. I'll give them a copy of my very own birthday book, and they can join SMOKEBOX'S special club. And then they can have a ride on FENNY, WOODY, MURRAY or my other friends. What an amazing birthday that would be!"

OLD MA BLENKINSOP talked to BILLY that night and thought his birthday treats were the perfect gift for every boy and girl.

"From now on", she said when he had finished, "you will be known as BILLY BIRTHDAY."

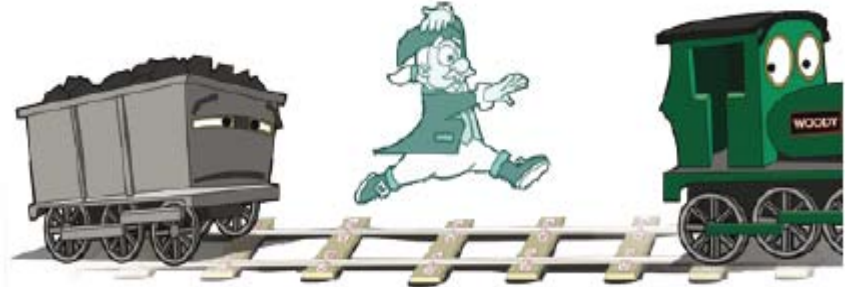


The Middleton Railway Trust Ltd, The Station, Moor Road, Leeds LS10 2JQ
Registered Charity No. 104011
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Billy Birthday
The Birthday Engine

A Middleton Story by Peter Savage



Birthday derivation

Children's games

Outcome

- Offered a local business a marketing programme that could extend throughout the business
- Increased the opportunity to recruit new customers
- Development of licensed, local branding device
- Increased recruitment of members
- Increased ticket sales and merchandise sales

For a client comment, please speak to
Mr David Monckton, ex-Chairman of Middleton Railway on 01132 452636

For more information, call Peter Savage, Owner of Post Script Productions,
on 01189 442924 or 07831 382529