

One app. Every journey.

Campaign presentation

Content list

01. Strategy	3-5
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02. Print	6-12
-----------	------

03. Digital	13-18
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Strategy

The challenge

Problem

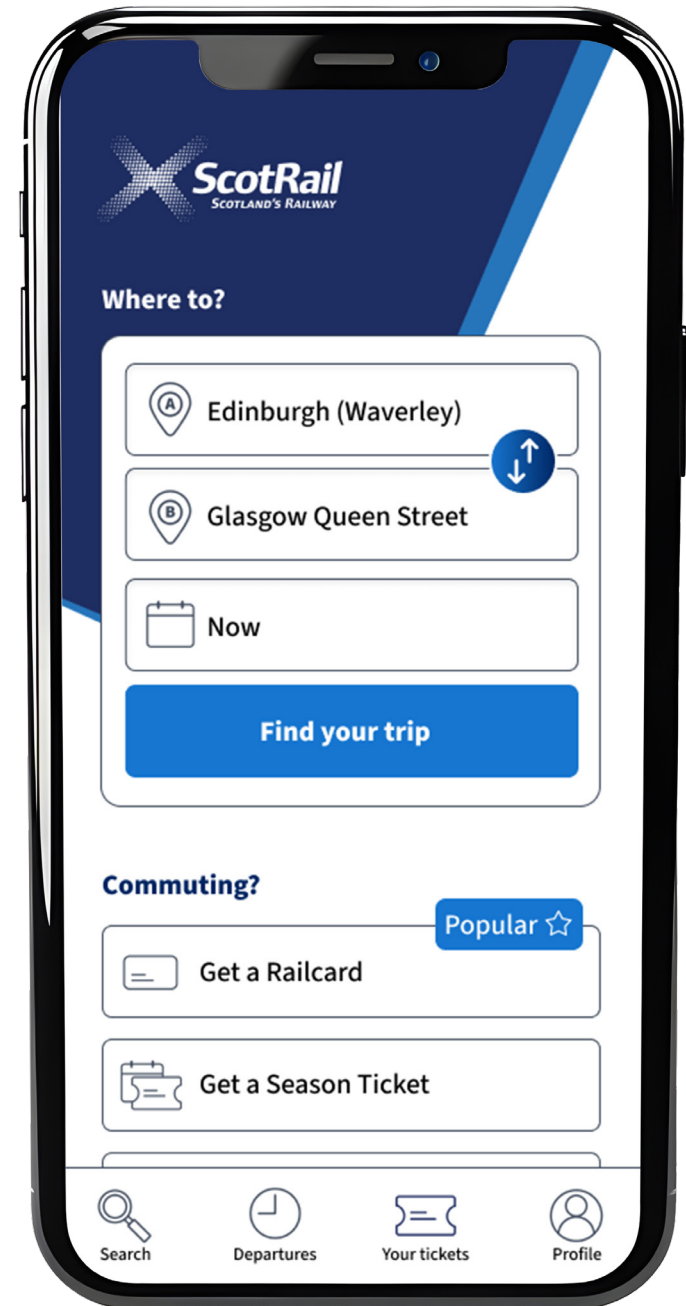
Many travellers hesitate to switch from physical tickets to digital solutions because ticketing feels high-risk. Mistakes are punished, prices feel unclear, and confidence is low.

Goal

The campaign's goal is to reposition the ScotRail app as a safer, clearer and more reassuring way to travel — not a forced replacement.

Strategy

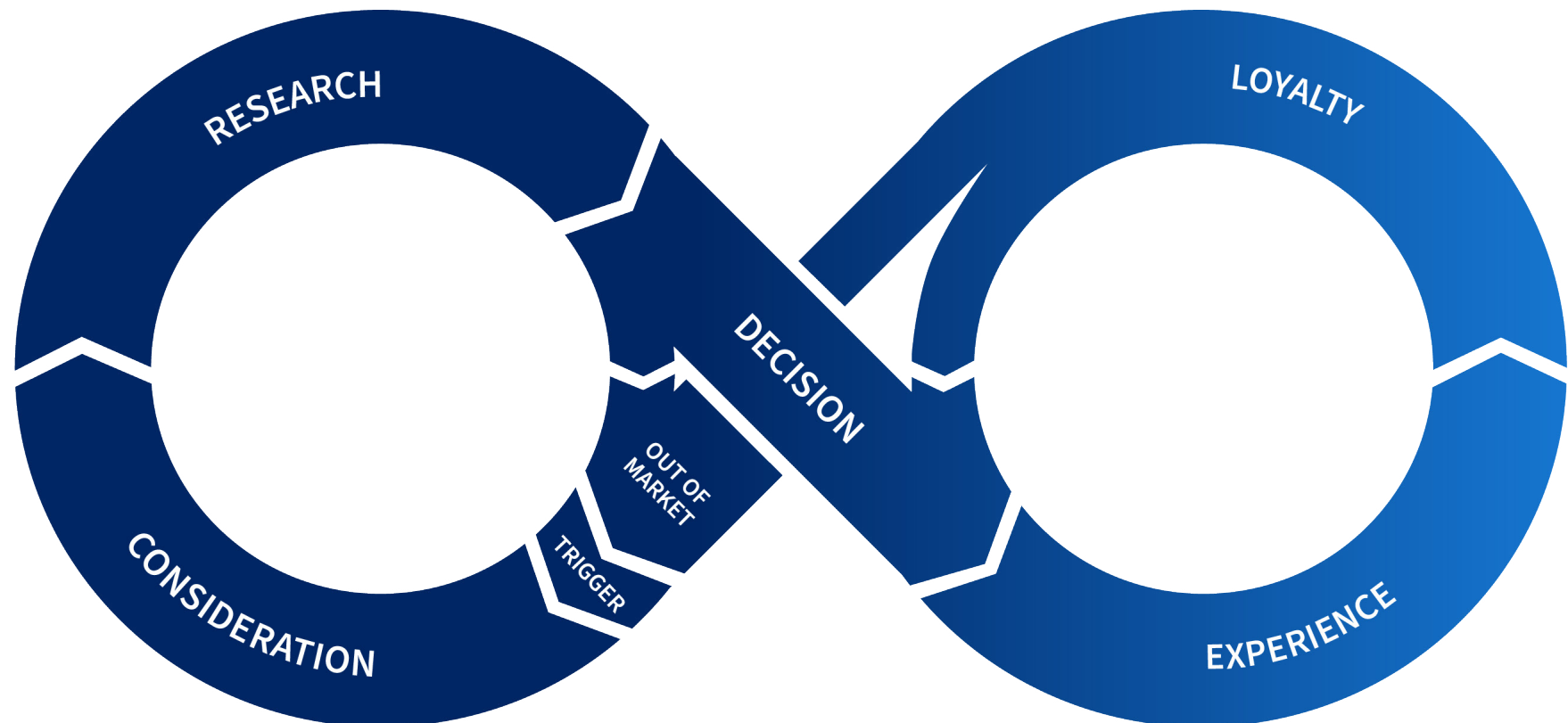
Support the transition in stages, across channels, without forcing or overwhelming.



Touchpoint strategy

A user journey is rarely linear. It's usually ongoing and doesn't simply end. Travellers may hesitate, trial and reassess before committing. Recognising this ensures the campaign supports the transition over time, rather than relying on repeated persuasion at a single stage.

Users move through stages differently, encountering touchpoints in varying sequences. The campaign is therefore designed in layers, and not as a one-size-fits-all message.



Print

Hero poster

Introducing digital travel → Awareness

The hero introduces the app as a national travel companion rather than a technical tool.

The composition prioritises clarity: a single phone mock-up positioned as the primary focal point against a deep ScotRail blue gradient, adding subtle depth while maintaining brand integrity. The dot pattern reinforces recognisability without competing for attention.

The headline “One app. Every journey.” establishes scale, while “Clear prices. No guesswork.” introduces the reassurance theme carried through the campaign.

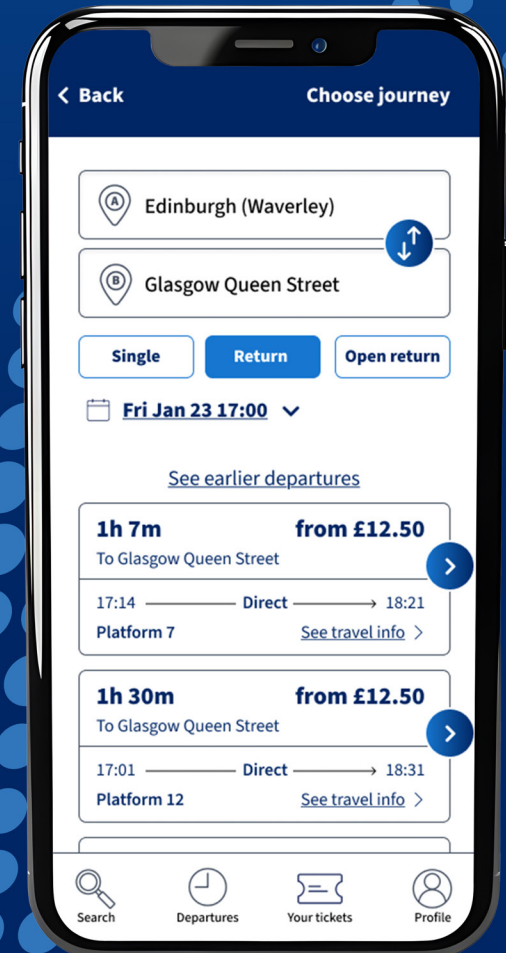
Displayed in stations, busy commuter areas and paid social placements.

One app. Every journey.

Clear prices. No guesswork.

The ScotRail app makes it easy to buy digital tickets, see clear prices and travel with confidence across Scotland.

Download today



Out of market

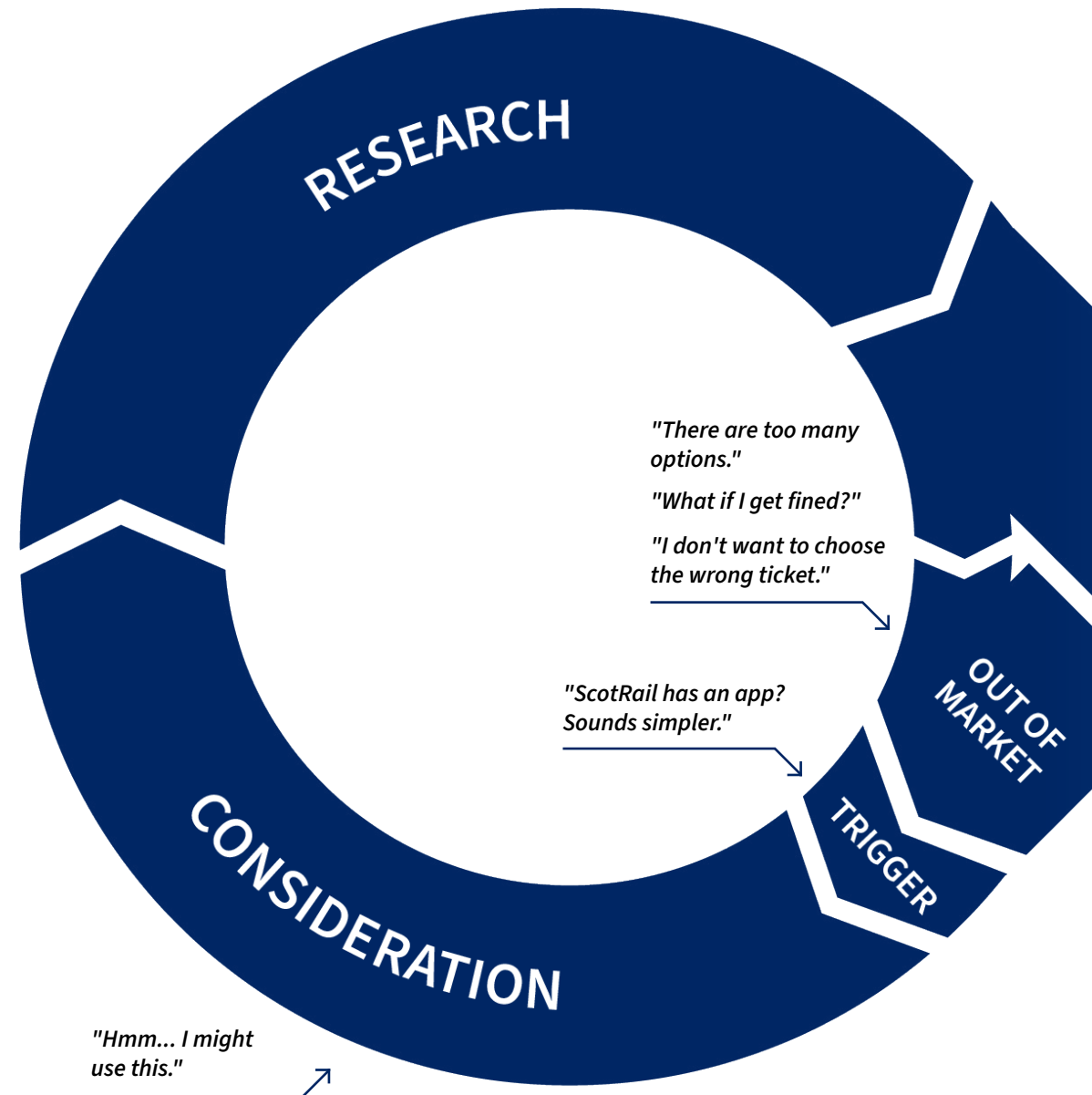
The traveller is not actively considering the app. Travel is routine, analogue habits are established, and digital feels unnecessary or uncertain.

Trigger

The hero poster acts as a low-pressure trigger. It introduces the app as a simple alternative — not a forced replacement — planting the idea without demanding immediate action.

Consideration

The hero poster introduces digital travel at a broad awareness level, while subtly encouraging initial consideration.



Persuasion poster

Reducing hesitation → Persuasion

Three persuasion posters address hesitation by highlighting individual USPs of the app. Recognising that no single message fits all travellers, the series works under the question “Why travel digitally?” — beginning with “Avoid the guesswork.”

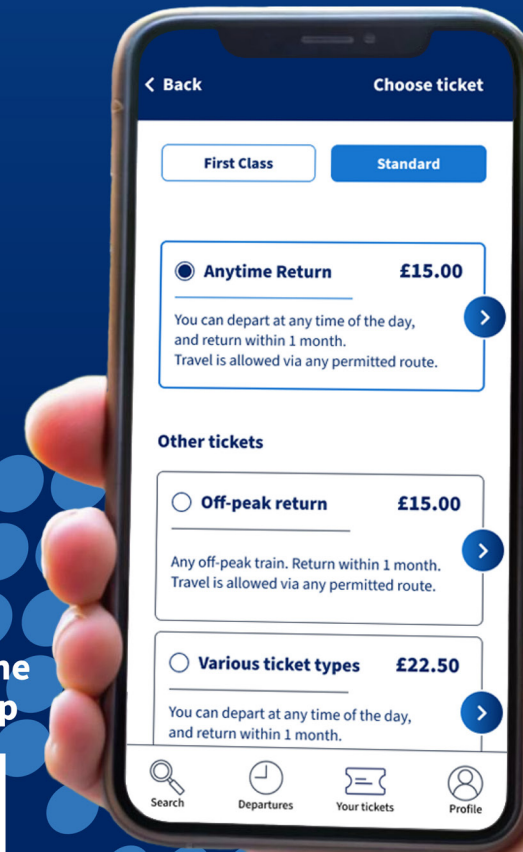
The visual language remains consistent with the hero while introducing distinct compositions to differentiate each poster.

The persuasion posters are rolled out following the hero phase, reinforcing awareness with targeted reassurance. Displayed in the same environments as the hero, they work in conjunction rather than as standalone messages.

Why travel digitally?

Avoid the guesswork.

Get clear visibility of ticket options and prices, so you can travel with peace of mind.



Download the
ScotRail app

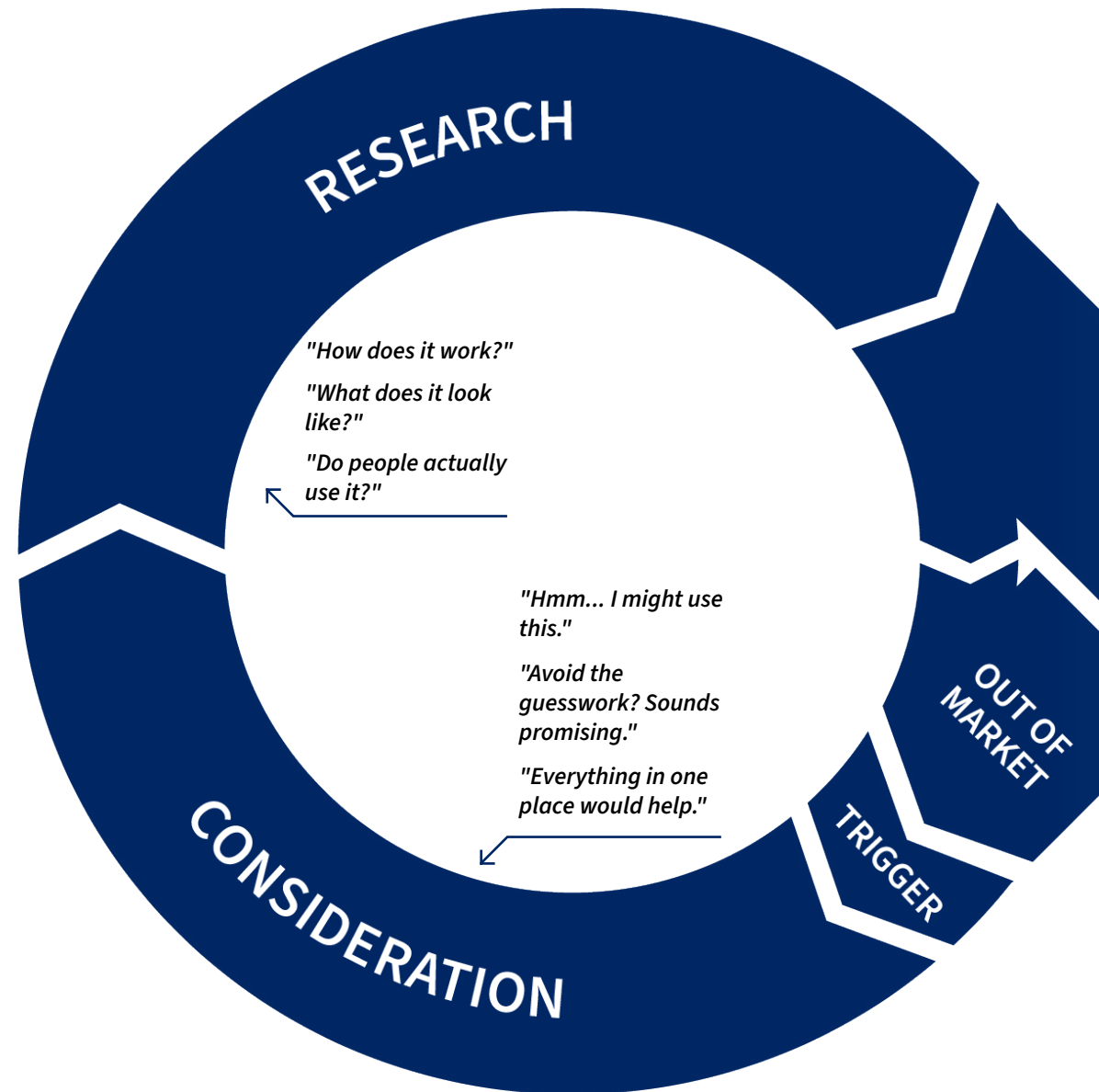


Consideration

The persuasion posters address common hesitation and introduce specific benefits that reduce perceived risk. At this stage, the traveller actively evaluates whether the app feels simpler and safer than their current habit.

Research

Building on consideration, the traveller may seek reassurance before committing. This research would be light and practical — visiting the website, viewing app screenshots, checking reviews, or asking others about their experience.



Signage

Supporting the transition → Reassurance

The campaign signage supports travellers who have adopted the app by reducing friction at the point of travel.

Visually, the signs maintain consistency with the campaign through the blue gradient and dot pattern, while using simple icons and direct messaging suited to station environments.

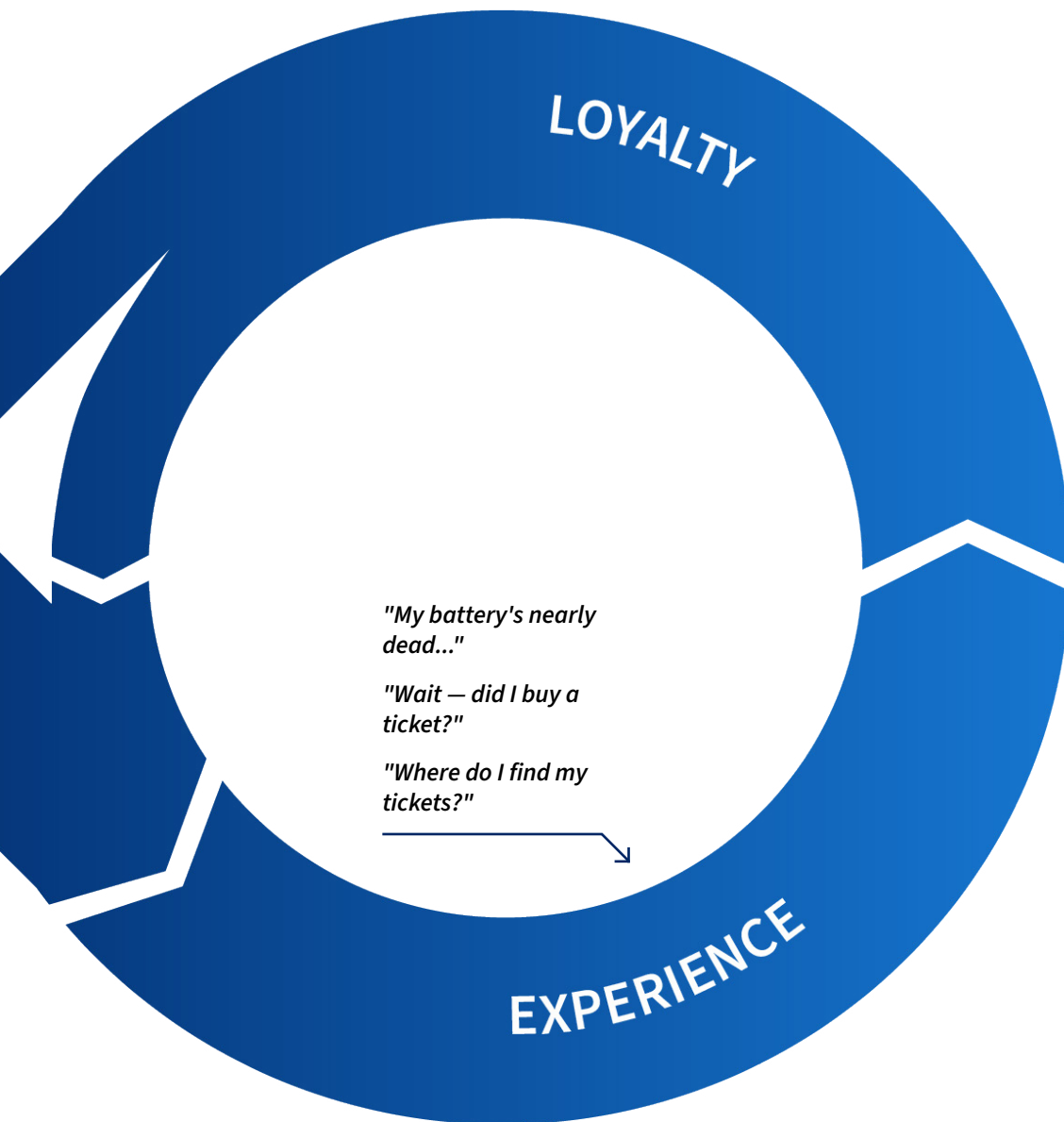
The app is not mentioned explicitly as the purpose is reassurance during use rather than persuasion.

Displayed at stations and introduced slightly ahead of the hero phase, the signage reinforces trust before and during adoption.

Phone charged?

If you've purchased a digital ticket, make sure your phone is charged before you board the train.





Experience

After downloading the app, the traveller is integrating the app into their routine. At this stage, reassurance is crucial — small reminders and clear guidance reduce friction and prevent avoidable mistakes, such as boarding without a valid ticket or running out of battery.

Digital

Paid ad – static

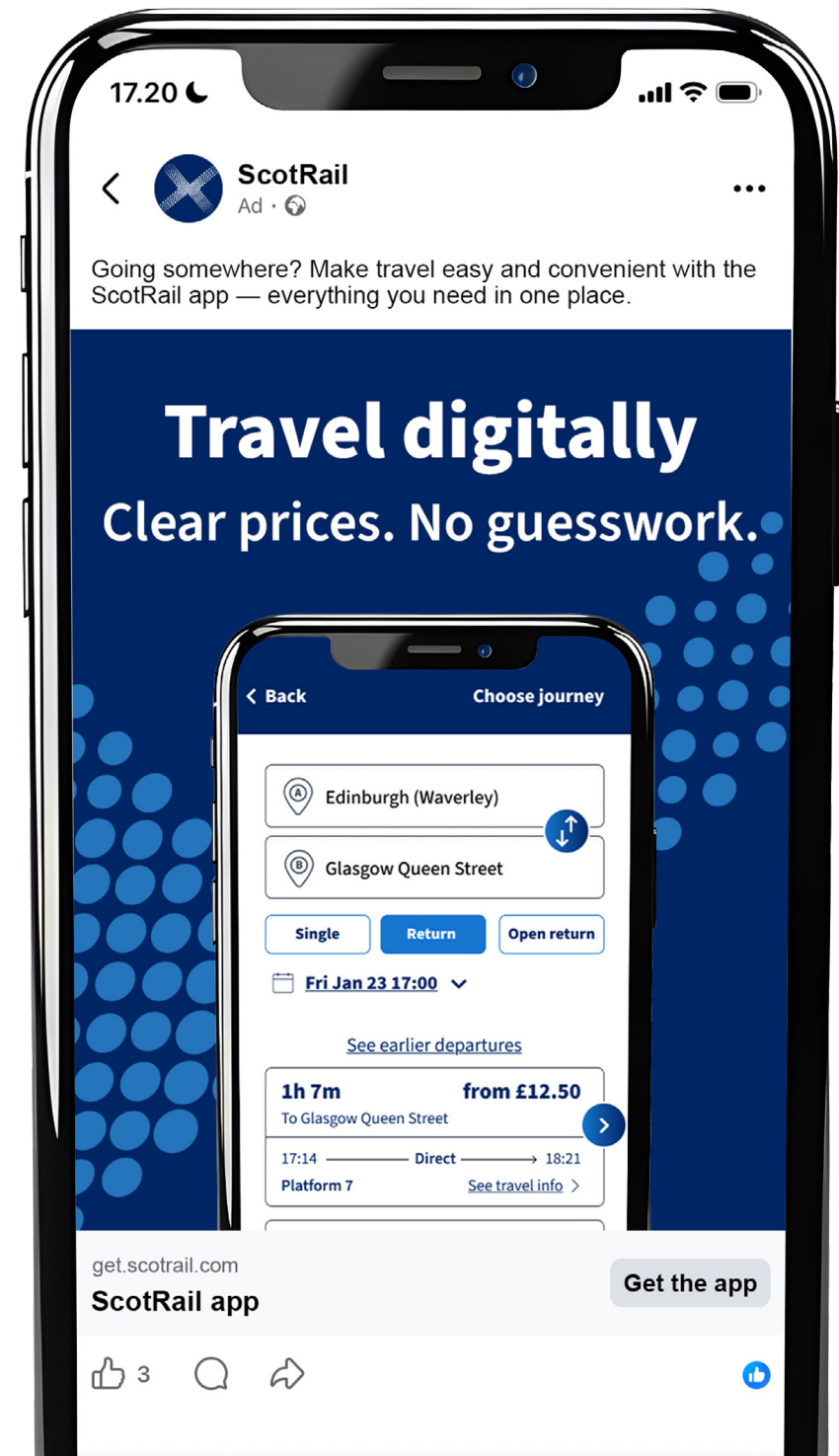
Introducing digital travel → Awareness

The awareness ad remains static to maximise immediate clarity and legibility in fast-scrolling environments.

The message “Travel digitally” is designed to register within a split second, functioning as a bold interruption rather than a full narrative.

These ads are targeted broadly to reach travellers across Scotland, as well as light engagers who have interacted with ScotRail content.

The digital ads support the same behavioural stages as the campaign print identified in the touchpoint model.



Paid ad – animated

[Watch the ad here.](#)

Reducing hesitation → Persuasion

The persuasion ads introduce subtle motion to extend attention and support message retention. Simple transitions allow the benefit to unfold without overwhelming the viewer, reinforcing clarity rather than competing with it. These ads are retargeted to users who have engaged with the awareness campaign or visited the ScotRail website, moving them from initial interest into active consideration.

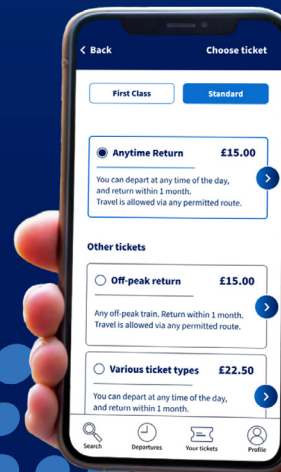
**Avoid the
guesswork.**

**Avoid the
guesswork.**

Clear choices. Clear prices.

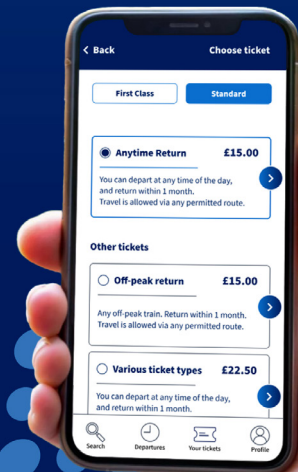
**Avoid the
guesswork.**

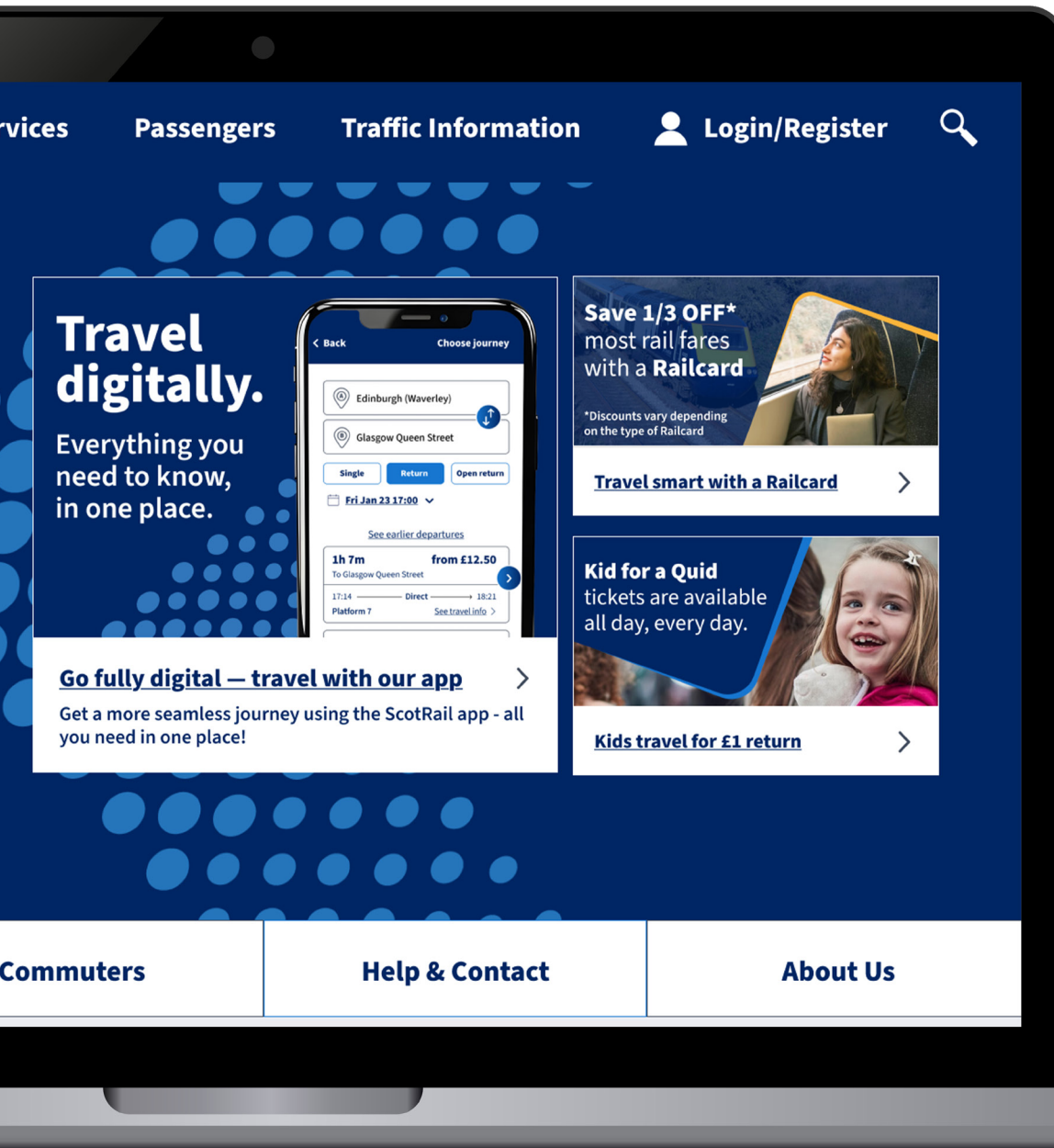
Clear choices. Clear prices.



**Avoid the
guesswork.**

The ScotRail app





Website component

Encouraging consideration → Decision support

Visually, the component mirrors the campaign, while adopting a more structured layout suited to web navigation.

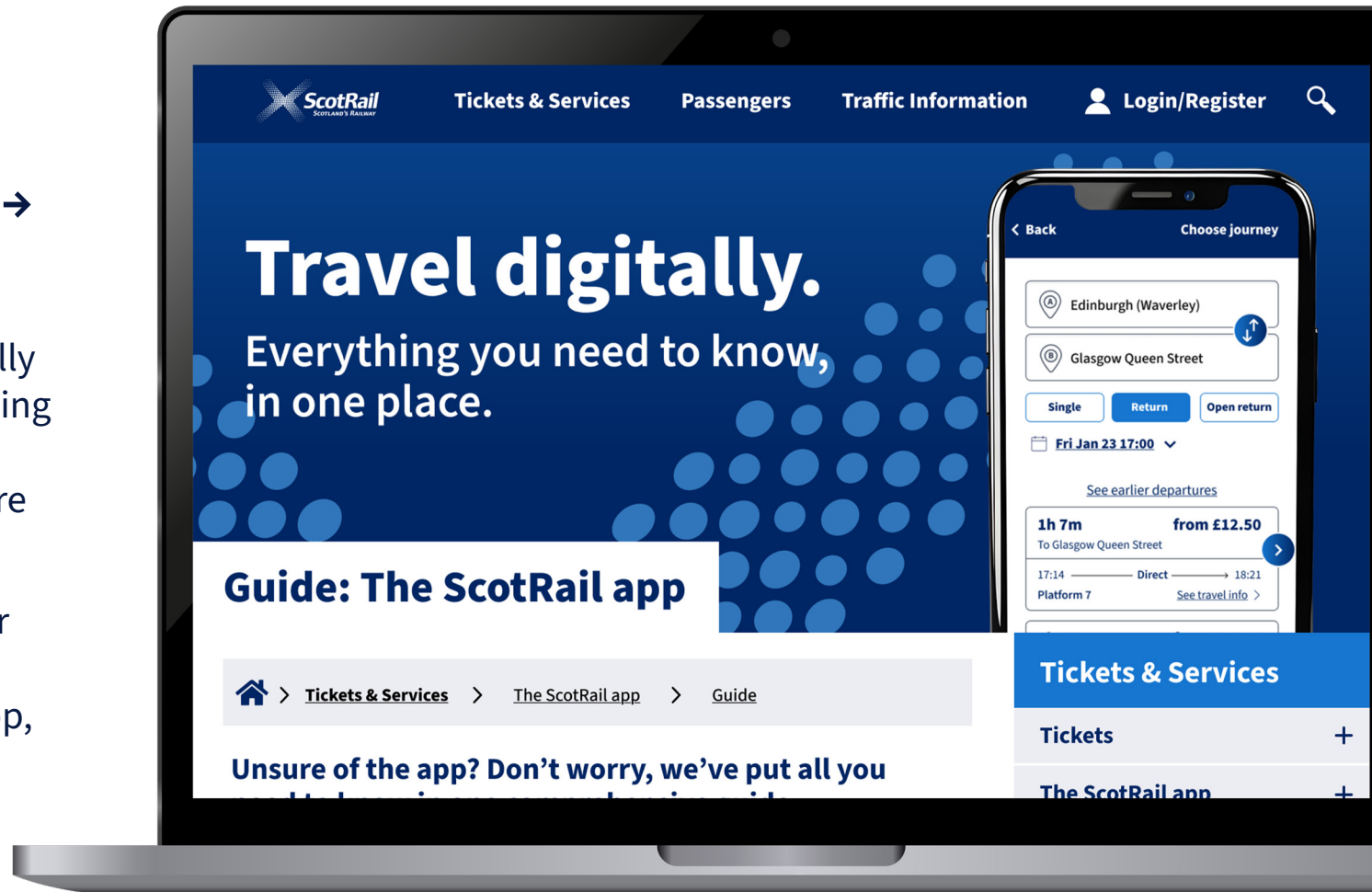
The homepage component introduces the digital transition in a low-commitment context. Placed prominently at the start of the campaign, it acts as a bridge between awareness and active decision. As adoption increases, the component transitions from homepage feature to permanent navigation item under “Tickets & Services,” embedding the app as a natural part of the travel ecosystem.

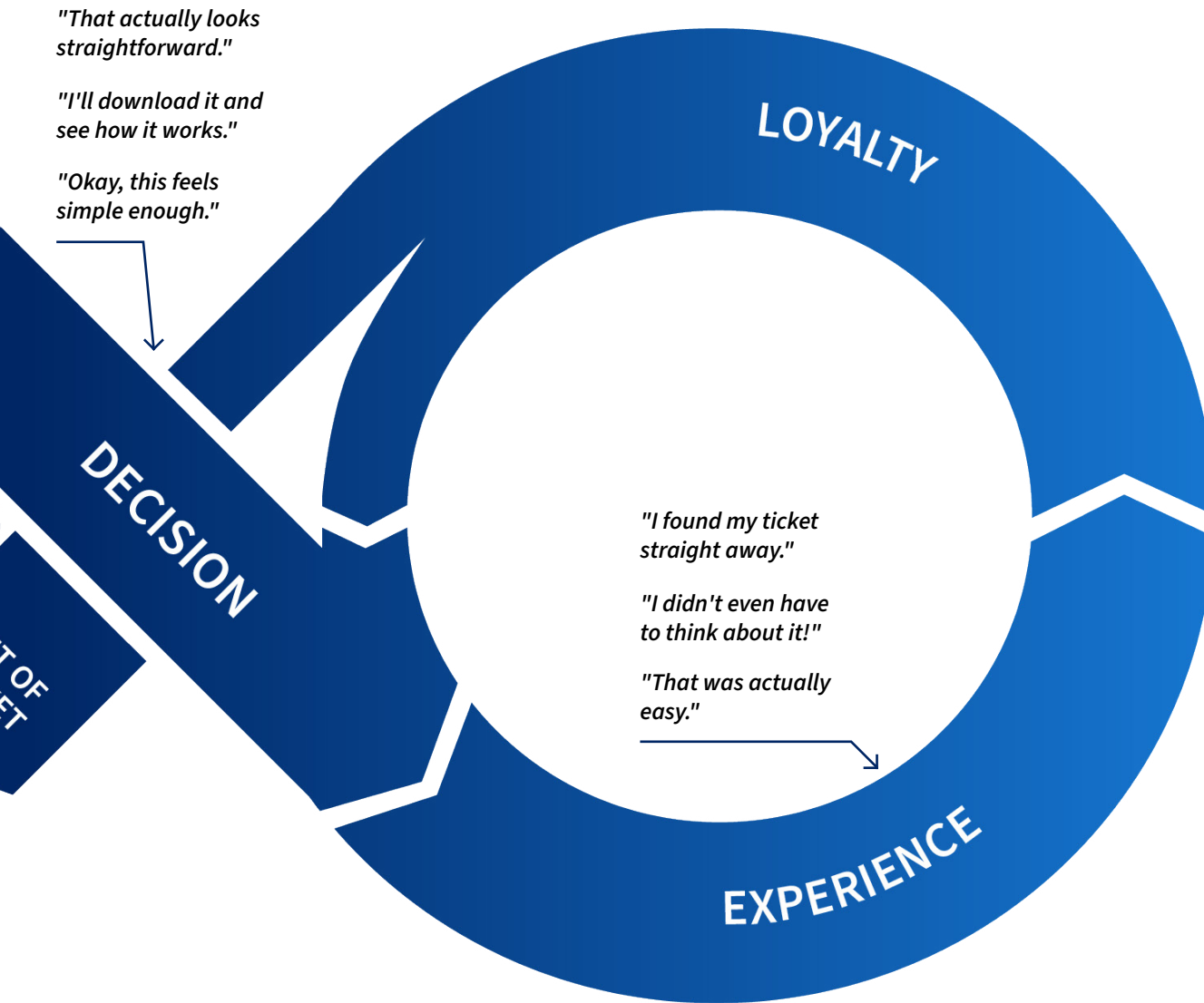
Website subpage

Guiding through transition → Decision support

The subpage header remains visually consistent with the campaign, reusing the same layout and messaging as the homepage component to ensure continuity.

The guide then provides three clear reasons to travel digitally, a simple step-by-step introduction to the app, and direct CTAs to download it.





Decision

After repeated exposure and reassurance, the traveller reaches a point where perceived risk is low enough to act. Clear call to action across print, digital and website touchpoints like the guide make downloading the app feel like a natural next step rather than a leap.

Experience

Once downloaded, the traveller begins using the app in real travel situations. The guide reduces first-use friction by answering common questions and clarifying key actions. By lowering uncertainty early, it supports habit formation and long-term adoption.