

Deutsche Bahn Hires 3Sixty For European Rail Digital Brief

01 December 2008. Digital marketing agency, 3Sixty has won a significant brief from the German national rail company, Deutsche Bahn, to promote European train travel to young UK holidaymakers. Work begins on the digital brief imminently, the campaign set to launch early in 2009.

As Deutsche Bahn's first digital marketing agency in the UK, 3Sixty will design and build a campaign around the theme *There's More To Travel Than Just A Destination - Where's Your Sense of Adventure* to raise awareness of Deutsche Bahn within 18-26 year olds in London and the South East. The work will invite the target audience to consider train travel as an exciting alternative to flying and to associate European train travel with Deutsche Bahn. The inspiration for the campaign came from the number of music festivals that now exist around Europe and the fun that can be had by travelling to them by train.

The online campaign will include the development of a unique Deutsche Bahn microsite which users can sign up to the site and receive discount vouchers for travel on the rail network if booked from within the UK. A competition will also run offering a chance to win free travel and entry into a major European music festival for 4 friends.

Chris Thurling, Managing Director, 3Sixty comments: "The name Deutsche Bahn is synonymous with excellent design, hyper-efficiency and everything a modern rail network should be. Our work will demonstrate all these attributes online, engaging young consumers through travel and music and proving the sense of adventure that comes from travelling through Europe by train."

Aisha Saharan, Marketing Manager, Deutsche Bahn UK Sales comments: "Our brief is to start a dialogue with young people around the UK and demonstrate the fun that is to be had in travelling by train through Europe. 3Sixty's creative approach and expertise in the travel and tourist sector made it an appropriate digital agency partner to help us achieve our online marketing objectives."

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