

Marketing Two Rail Services To The Airport

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Introduction

- Airport Express is a sales and marketing alliance
- The alliance was created to target a common audience – the airport traveller
- Encompasses three services: Gatwick Express, Heathrow Express & Heathrow Connect

Background - two services

- Heathrow Express was opened in 1998 and Heathrow Connect followed in 2005
- Heathrow Connect was introduced to increase public transport capacity
- In addition, it provides a service for airport workers living in West London

Marketing two brands

- Understanding the audience and their requirements is key
- Knowing why people didn't use Heathrow Express meant we could build reasons for why they should use Heathrow Connect
- Allowing us to offer two very different brand propositions & pricing points

Brand Proposition Heathrow Express



- Fast
- Frequent
- Non stop
- Reliable
- Premium
- Stylish & comfortable
- Innovative

Brand Proposition Heathrow Connect



- Economical
- Stopping service
- Designed for air travellers
- Reliable
- A local train service

Heathrow Express v Heathrow Connect

Express

- Corporate
- International
- Premium
- Professional
- Business

vs.

vs.

vs.

vs.

vs.

Connect

Personal

Local

Affordable

Friendly

Leisure

Brand Differentiation

- Important to build real differentiation into the products
 - Brand Identity
 - Product Innovation
 - Distribution Channels

Marketing Communications

- Marketing/communications is built around the brand proposition
- Messages and brand look & feel have to show deferential
- Different channels are selected to communicate messages to the relevant audiences

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Heathrow **express** 

Timetable & journey times for trains from London Paddington to Heathrow Terminals 1, 2 and 3 (approx 6 minutes more to Terminal 5) between 05.19 and 22.25

airport**express**

The Smart Londoner's Choice



*Average journey time

**A smart Londoner knows
all the short cuts.**

**A smart Londoner travels
by Heathrow Connect.**

Heathrow Connect is the new way to get to the airport. Trains take just 18 minutes* from Ealing Broadway, all carriages are air-conditioned and have bags of luggage space.

Alternatively, you can board at Paddington, West Ealing, Hanwell, Southall or Hayes. How smart is that?

For details visit www.heathrowconnect.com

Heathrow **connect**

Heathrow for those in the know

airportexpress

Conclusion

- Two services provide customers with additional choice
- By positioning the services correctly it gives broad market appeal
- Giving both brands an excellent opportunity to grow overall rail share