



Upstarts

Week 3 | Publicis

Jess & Jessie





Iarnród Éireann
Irish Rail



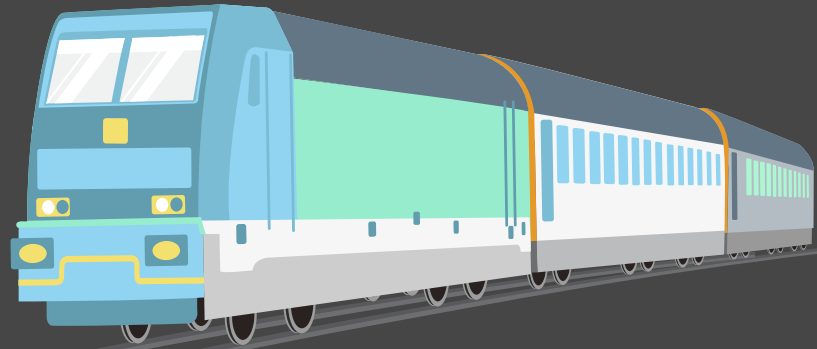
The Ask

Get **First Year** Irish college students to see rail as the preferred way to travel between home and college.

Why? Because Irish Rail offer great student fares, with a *superior experience* and *time better spent*, which is just as important as saving money.

Student Mental Health: It's Getting Worse!

A study by Maynooth University in 2020 revealed that during COVID, levels of Anxiety, Depression, and even PTSD were on the rise amongst third-level students.





**So how can
trains fix this?**



They can't!



Trains aren't clinical psychologists, silly.

However, train journeys are long periods of liminal transition, like a walk or a drive, that can allow us time to reset.

Headphones in, tuning the world out.





We say, it's perfect time to recharge those batteries.



**Time to
ReCharge**





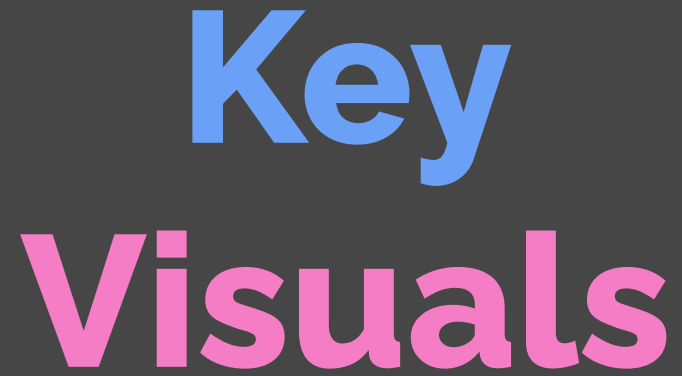
Manifesto

Volume Up, headed **Home**.

Do Not Disturb mode activated.

When the **Battery's Low** and you're in need of a **Snooze**, a **Restart**, or even a **Power Off** -

Iarnród Éireann is there to help you **ReCharge**.

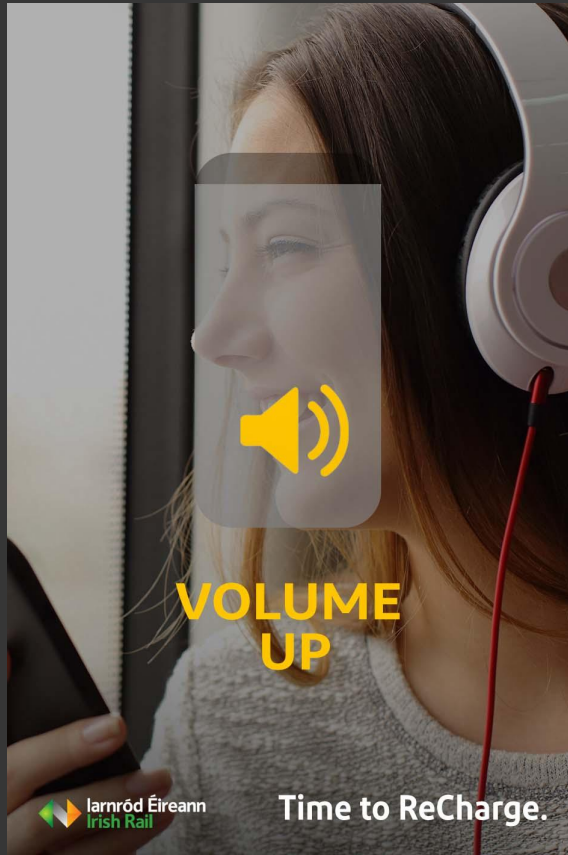


Key Visuals




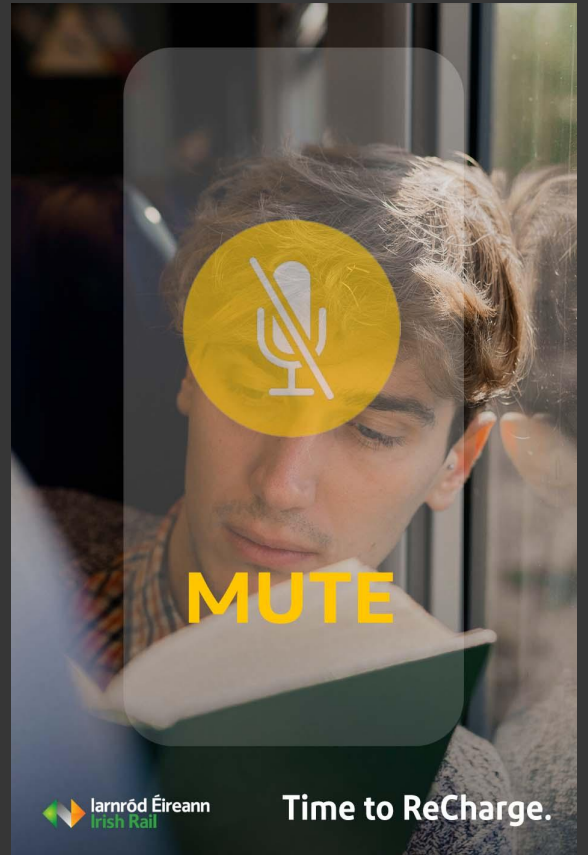
**DO NOT
DISTURB**

 **Time to ReCharge.**




**VOLUME
UP**

 **Time to ReCharge.**



MUTE

 **Time to ReCharge.**





CHARGE

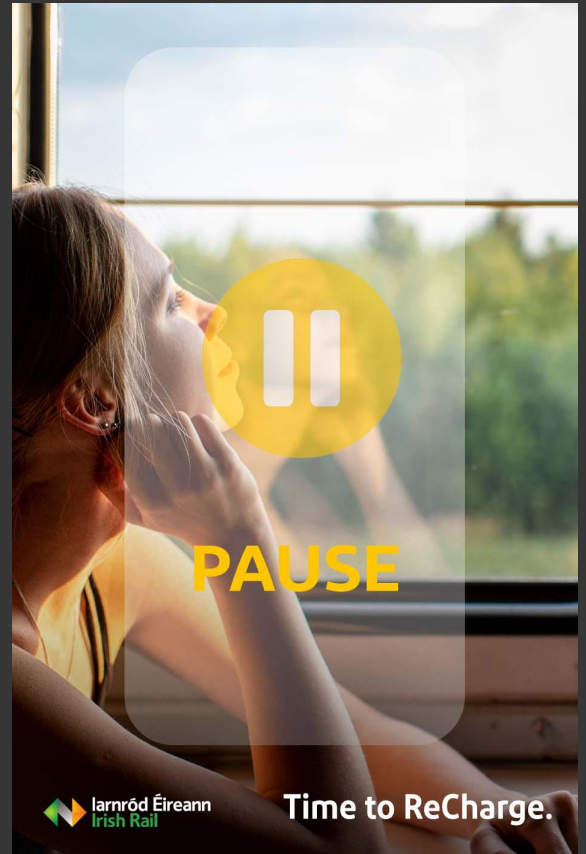
 **Time to ReCharge.**







HOME

 **Time to ReCharge.**





PAUSE

 **Time to ReCharge.**



Audio



Scan Me!

Spotify Playlists

Using modern technology, we'll analyse music databases and discover songs that inspire calm and reduce anxiety.

Our specially curated playlist will promote revitalising journeys, and students will be able to access it using Spotify codes placed on each of the tables and behind the seats.



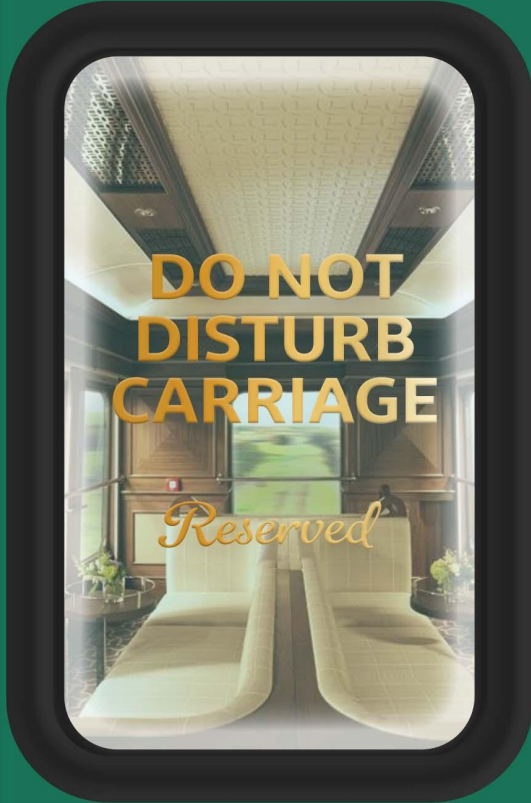
Train Tales

A combination between a tour guide, an audiobook, and a guided meditation, Train Tales will feature different stories based on the route you're on, and will be voiced by some of Ireland's most dulcet-toned folks.

Just press play, look out the window, and lose yourself in the soothing tones of Hozier, Andrew Scott, ~~Jedward~~, as you make your way through the Irish countryside.



Activations



The Do Not Disturb Carriage

On certain routes during specific times of the year (e.g. returning to college after Christmas), we'll have a special "Do Not Disturb" carriage that you can only book with a student ticket.

This carriage will have a calming atmosphere, with announcements of approaching stops texted to the passengers instead of screamed on the loudspeaker.



Mental Health Week Collaborations

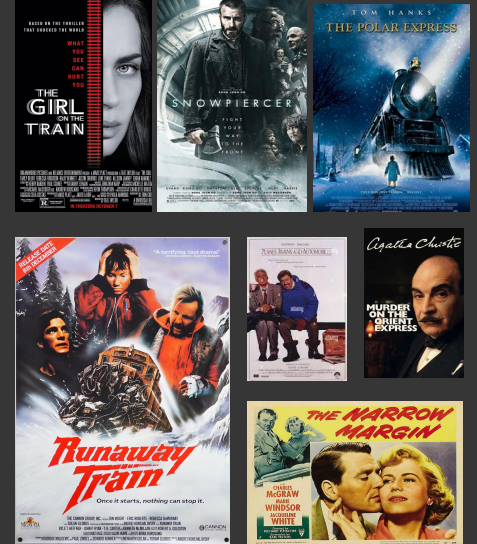


Monday: TCD Film Soc

Snakes on a plane, or movies on a train? We know which we'd prefer!

There's so many to choose from!

So put your feet up and chill out with a locomotive flicks and some popcorn as you travel cross-country for the evening.



Tuesday: UCD Cumann Gaelach



**Conas atá tú?
Bhuel, tá mé ar an traein!**

The UCD Cumann Gaelach can hold their yearly Gaeilgeoir's trip to the Gaeltacht here, and have everyone chatting away as Gaeilge.

Wednesday: NUIG Art Soc

It's not for the
paint-hearted...

NUIG Art Soc take
their open studio
concept to the rails,
and let members chill
out and find
inspiration in their
journey.



Thursday: UCC Physics & Astro Soc



Midnight train... to Thurles?

Let's fit lights in the carriage and make it all aesthetic, while doing special star-gazing night commute for starry-eyed students.

Friday: DCU Sober Soc

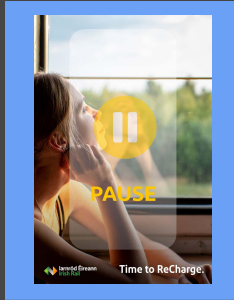
Shaken, not stirred?

Making full use of the train's bar, DCU Sober Soc can hold a mocktail masterclass for all their society members.

Plus, you won't be legless by the time you leave the train!

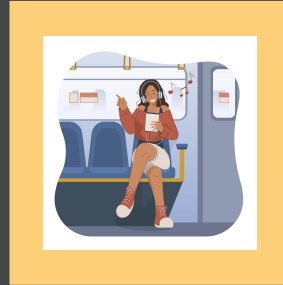


Time to ReCharge



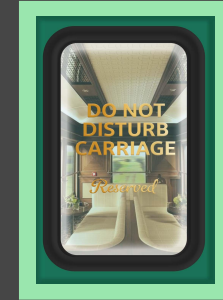
Key Visuals

Highlighting the parallels between things we do on our phones every day, and what travelling by train can help you to do.



Audio

Spotify codes to specially-curated calming playlists; and *Train Tales* (the tour guide/audiobook/meditation mashup)



Activations

The creation of a "Do Not Disturb" carriage, followed by collaborations with some University Societies.

Thank you!

