

Priority Seating

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With increasing numbers travelling on Dart/Commuter services, particularly at peak times, customers with specific needs, such as mobility issues and pregnant women, need to be given access to seating by other customers using the seats. Iarnrod Eireann has experienced complaints regarding seating for specific needs and they would like to respond to the issue by reminding people to be considerate of passengers who need the seats more than they do.

What we're making:

Posters for owned media formats i.e. Onboard Dart Posters at the ends of carriages.

Insight:

I always try to get a seat in the train to work. It's a pain standing.

Proposition:

Don't be oblivious to those around you. Some people need the seat more than you do.

Budget:

€2,500

Extra tip:

This is not an ad for the DART . The goal here is to change people's behaviors and attitudes on the DART when it comes to giving up their seat.

Bonus tip:

Just because we can only use posters to advertise, doesn't mean we can't incorporate an element digital activation. Via a hashtag/twitter/instagram account etc. (Note: This is not required, but could have potential. A good poster might be all you need)

Set by Publicis.