**Digital Marketing– Case Brief**

**SCOTRAIL BACKGROUND**

Last year ScotRail carried almost 99 million passenger journeys in Scotland, covering over 1.8 billion passenger miles and a network of over 1,782 track miles. There are 359 stations and 800 trains serving Scotland’s Railway. Pre COVID-19 pandemic annual journeys totalled 95 million. Journey purpose splits into:

             Business 13%

             Commute 39%

             Leisure 47%

You can find out more about ScotRail on its website - <https://www.scotrail.co.uk/>.

**SCOTRAIL: BUSINESS GOALS**

* Providing the best railway service Scotland has ever had
* Increase passenger numbers within all markets for Commuter, Leisure, and Business
* Making rail the most efficient and greenest way for people to travel longer distances

The COVID-19 pandemic in 2020 has had a causal effect on the unprecedented rise in the use of bicycles and cycling within the UK and beyond. Global shortages of bikes have been reported, and studies have confirmed that cycling in the UK is up 300% (in 2020) over the previous year. Many cities are reporting high increases in cycling. In recognition of this, the Scottish government has invested £30 million in temporary footpaths and cycle lanes during the COVID-19 pandemic and plans to make these permanent.

**THE CHALLENGE**

ScotRail has been unable to run any significant digital marketing campaigns during the COVID-19 pandemic.

Propose a digital marketing campaign plan for ScotRail so that it can gain participation from 1,500 passengers across Scotland that will see them combining train and bicycle travel to make their business, commuter, or leisure journeys. These can be current train passengers or those who have previously used their car to make journeys. The campaign will run for two months (November 2020 to December 2020) and convert to participation from 1,500 passengers between January 15, 2021 to February 15, 2021.

Your budget is £60,000.

**Digital Marketing– Individual Assignment  
Semester 1**

Develop an Individual Assignment based on the Case Brief. This year’s Case Brief is about ScotRail.

**Objective of the Individual Assignment**:

The *primary objective* of the Individual Assignment will be:

Proposing a digital marketing campaign for ScotRail so that it can gain participation from 1,500 passengers across Scotland that will see them combining train and bicycle travel to make their business, commuter, or leisure journeys. These can be current train passengers or those who have previously used their car to make journeys. The campaign will run for two months (November 2020 to December 2020) and convert to participation from 1,500 passengers by January 31, 2021.

Your budget is £60,000.

**Word Limit**

**The limit for the Individual Assignment is 2,000 words (+ or – 10%).**

**Components of the Individual Assignment report and the marks assigned:**

|  |
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| **Title page** |
| **Table of Contents** |
| **Abstract [5 marks]** |
| **Campaign Plan (CP) [40 marks]**  -Customer Analysis  - Digital Marketing Strategy  - Media and Marketing Mix  - Campaign Plan for Digital Media |
| **KPIs, Recommended Measurement & Budget [30 marks]** |
| **Creative Strategy with sample creative material [20 marks]** |
| **References & In-text citations [5 marks]** |
| **Appendices**  One Appendix per page and not more than 4 pages (i.e., maximum of 4 Appendices). Additional appendices will draw penalty in marks. |

**Research**

The individual report should be research-informed. Students should use cutting-edge secondary research in the form of extant literature review, databases (Statista, Passport, etc.), trade journals, online magazines and newspapers (like Fortune, Forbes, etc.), and other online sources. Do not engage in Primary data collection (e.g., surveys and interviews). Citations/ references should not be based on Wiki, Blogs, Vlogs, etc.

**Formatting Style:**

The assignment should be word processed, with 1.5 line spacing, a font of no  
less than 12 point and 2.5 cm margins on all four sides. All pages should be  
numbered consecutively. In addition to these requirements you should also make sure you understand additional guidance on academic writing, referencing and plagiarism provided as part of your programme of study. *Note that plagiarism is a serious offence that can lead to you failing the module and your suspension from studies*.

**Digital Marketing - Marking Scheme**

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0% - 19%** | **20% - 39%** | **40% - 49%** | **50% - 59%** | **60% - 69%** | **70% – 79%** | **80% +** |
|  | Poor fail | Marginal fail | Marginal pass | Adequate | Good | Very good | Excellent |
| **Abstract [5 Marks]** | This is not considered | No or limited coverage | Limited coverage only. | Basic | Good coverage | A detailed Abstract and succinct but little more detail in places. Succinct and summarises the whole report. | A sophisticated Abstract, which is succinct and detailed. |
| **Campaign Plan (CP) [40 marks]**  Including Customer Analysis  - Digital Marketing Strategy  - Media and Marketing Mix  - Campaign Plan for Digital Media | No evidence of any engagement with task. | There is little or no evidence of any understanding of the task and any CP, which meets the Case brief. | There is a basic coverage of CP given in Case brief. Little or no use of relevant literature etc. Almost entirely descriptive in approach rather than providing an actual CP. Limited knowledge and understanding of the subject matter displayed | Some understanding and fulfilment of the Case brief. Some provision of a CP using some literature and concepts. Showing some ability to evaluate Information presented clearly but lacking any originality, tending to be descriptive in approach | A critical appreciation and development of a CP, which meets the brief, Uses a range of relevant literature and issues, showing a good understanding and ability provide a CP. Sound grasp of relevant theories and concepts. | A sophisticated and critical discussion with signs of originality, demonstrating a sound understanding to produce a CP. Use of a wide range of the relevant literature and issues Evidence of wide reading beyond the basic texts | Highly sophisticated, original, imaginative and appropriately critical discussion/CP. Demonstrates a thorough understanding of all relevant literature Outstanding demonstration of understanding and depth, drawing upon extensive reading Using outstanding examples. |
| **KPIs, Recommended Measurement & Budget [30marks]**  Identified, linked to objectives; distribution over campaign period and via channels; Gantt Chart and detailed costings etc. | This is not attempted | There is no explanation for the KPIs and hot to measure the campaign, Nothing on budgets too. | There is some evidence as to the possible KPIs including budgets. Some evidence of planned budgets and how to measure the CP. | There is some evidence about how to calculate and what KPIs to use etc. | A good explanation as to what KPIs including budgets. Some calculations and idea of how to use and how to measure through budgets and other methods. Clear and workable. | A very good explanation as how to determine KPIs. Very clear calculation or discussion as to why this is important. Very clear and links to the overall campaign. | Excellent and insightful explanation of the relevance of KPIs. Excellent insight shown with a high level of detail. |
| **Creative Strategy with examples**  **[20 marks]**  Key messages by segment, creative work, link to brand, justification; sample creative material. | This is not attempted | There is limited evidence of any creative work produced to link to the CP and Case brief. | There is some evidence of creative work produced to link to the CP and Case brief. | There is some reasonable evidence of creative work produced to link to the CP and Case brief. | There is good evidence of creative work produced to link to the CP and Case brief. | There is very good evidence of creative work produced to link to the CP and Case brief. | There is excellent evidence of creative work produced to link to the CP and Case brief. |
| **References and in-text citation [5 Marks]** | No | No or limited coverage | Limited coverage | Basic | Good coverage | Very good | Excellent |