



global

Making everyone's
day brighter

Rail Format Guide



Global Formats & Environments

Transit Bus & Rail

Bus Éireann, Dublin Bus,
Aircoach
Iarnród Éireann/Irish Rail

Road & Fame

48 Sheet Billboards,
Digital 48s, Digital Bridges,
Lightboxes

Retail

Classic 6 Sheet (PurchasePoint),
Digital dPod, Digital dX



TRANSIT/RAIL



Audience

55 million

Annual passengers

7.84min

Minutes on platform

35.5 mins

Average time to absorb
advertising messages

27.69min

On board train





1 in 2 

often notice adverts on platforms while waiting for trains

2.1m 

rail passengers per cycle


35.5 mins

average time to absorb advertising messages


6 REASONS TO
ADVERTISE IN TRAIN STATIONS



75% 

see rail advertising as a welcome distraction on their journey

High Dwell Time
7.9 mins

average minutes spent on platform


87%

are travelling 2-3 times per week



Digital Formats

Digital Gallery

Amplify your message and extend storytelling across the digital gallery network

Connolly | Pearse | Tara | Grand Canal

Commuter dPod

Influence and target engaged audiences on multiple missions and high dwell time locations on rail dPods.

Transvision

Create impact on large format digital screens in the busiest commuter stations in Dublin



Digital Gallery

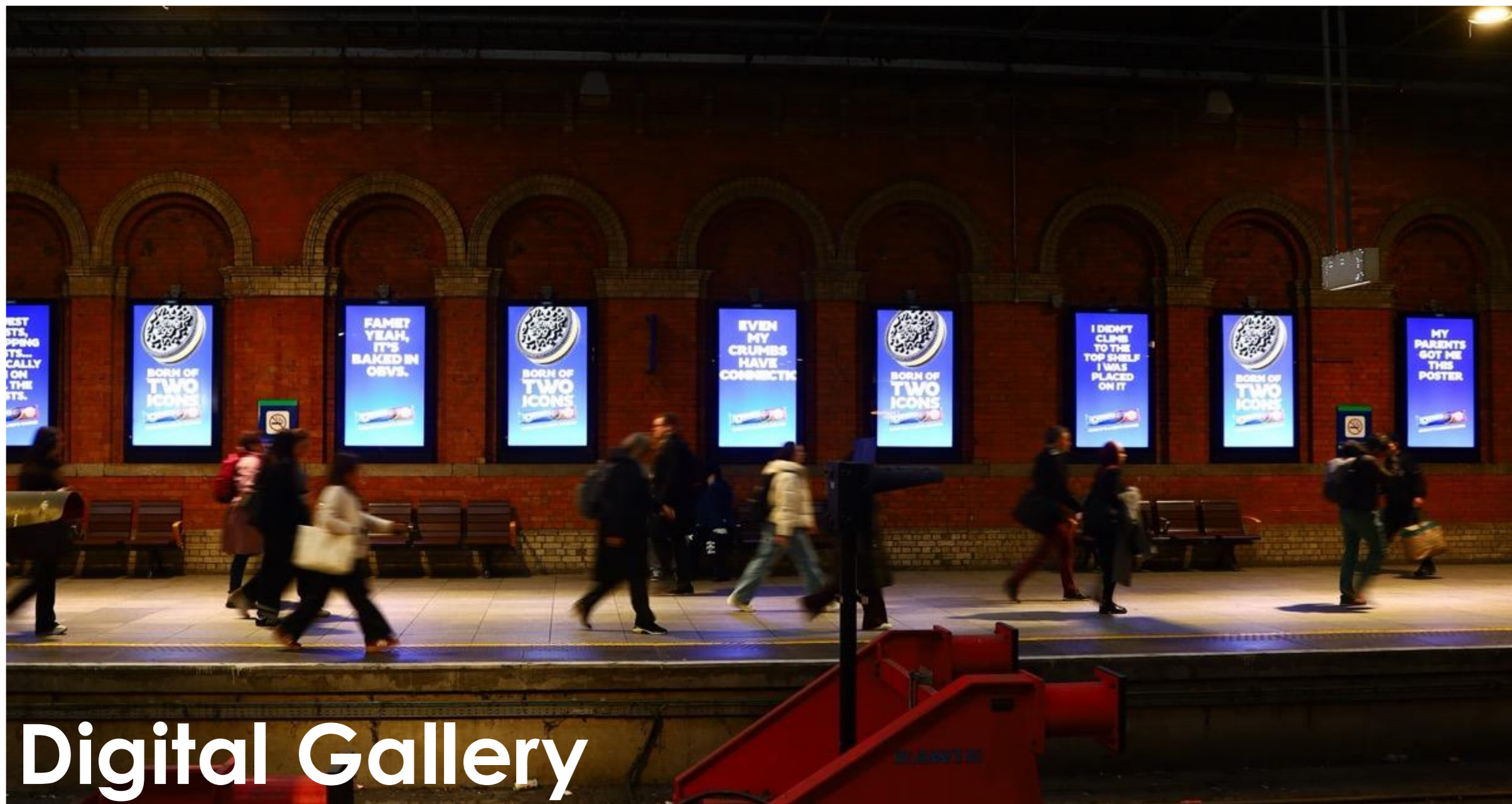


dPod

Transvision



global



Classic Formats

CommuterSquare

Backlit, scrolling and encased large format across 25 Dart and 14 Intercity and commuter station

CommuterPoint

Target audiences on multiple missions and high dwell time locations in the rail environment on on classic 6 Sheets

CommuterCard

Target the rail audience onboard the train/Dart –lending itself to long copy creative opportunities.



CommuterSquare



CommuterPoint

CommuterCard





96 Sheet Lightbox



6 Sheet CommuterPoint



CommuterCard



Live!

Rail Innovations and Specials



FULFIL
VITAMIN & PROTEIN BAR



Stáisiún Uí Chonghaile
Connolly Station



REACHING YOUR GOALS

NEVER TASTED SO GOOD

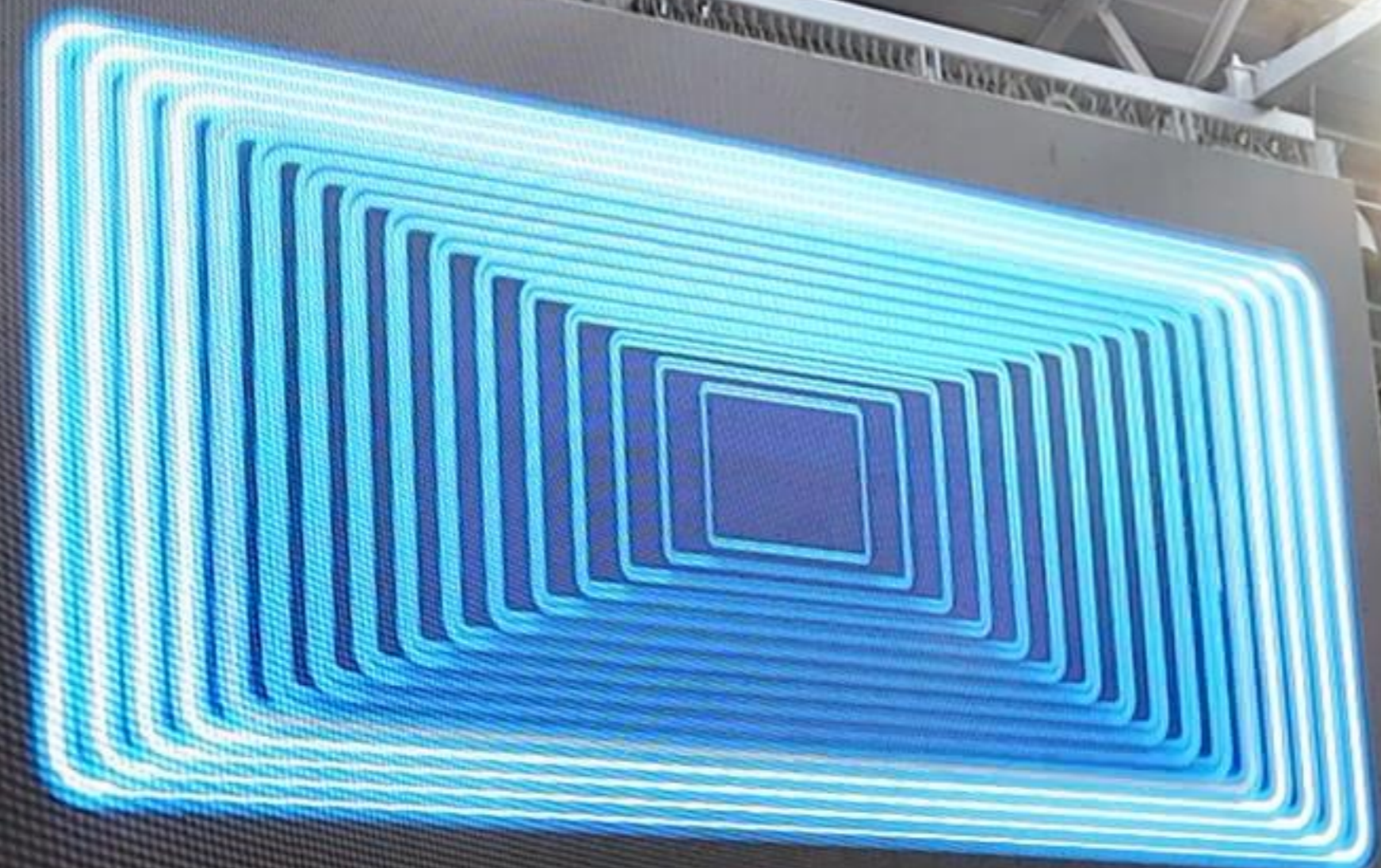
High Protein
Low Sugar
9 Vitamins

High Protein
Low Sugar
9 Vitamins



Connolly Entrance Takeover





global

NERO EXPRESS

NERO EXPRESS

Leith's Toilets

Photo Me

Amplify Heuston





Connolly Lenticular Tunnel Wrap





Connolly Tunnel Wrap with Scent






MAGNUM
true to pleasure


MAGNUM
true to pleasure

CKS LIKE
MAGNUM.

Connolly Tunnel Wrap with Sound



Pearse Underpass



dPod Wrap





Imeachtal/Departures

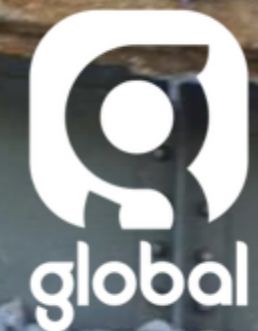
Leamhán/Station	Post Lárnaí/Platform	Am arís/Time	Tréimhse/Direction	Tréimhse/Direction	Tréimhse/Direction
13:00	13:15	13:45	13:00	13:15	13:30
13:00	13:15	13:45	13:00	13:15	13:30
13:00	13:15	13:45	13:00	13:15	13:30

Tráenacha / Trains

Heuston Glass Panels Extended



Tara Gallery Takeover



LIVE!

**GENERATE
EXPERIENCES**



Get your brand into the hands of potential customers

**COMMUTER
AUDIENCES**



Large, lucrative and in an active frame of mind

**ENGAGING
CUSTOMERS**



Create a buzz and feel-good factor

**CREATE
IMPACT**



For brand launches

**INTEGRATE
& ALIGN**



With Social Media

Unrivalled opportunity for Audience Engagement



LOCATION – LOCATION - LOCATION

THE PERFECT CHOICE



Know your audience



Time with consumers



Weatherproof activity



Streamline your process



Landmark Stations



No planning
permission required



Get active fast!

Thank You

Contact us to discuss your
campaign details

