

Trainline appoints BBH to pan-European creative account

13th September 2017

Trainline, the world's leading independent digital rail platform, has appointed BBH London as its retained agency partner after a three-month strategic and creative project.

BBH will work on a number of initiatives that will run across the 24 international markets in which Trainline operates, including key markets of the UK, France and Italy.

Trainline sells tickets worldwide on behalf of 87 train companies, helping their customers make more than 125,000 journeys every day in and across 24 countries. The brand's apps and websites generate £2.3 billion ticket transactions annually and attract more than 45 million visits each month.

Trainline has experienced rapid growth in recent years. The brand was acquired by KKR in 2015 with the aim of accelerating Trainline's growth in the UK and supporting the company to expand into Continental Europe and beyond. In 2016 Trainline acquired Captain Train, combining two of Europe's leading digital rail ticket retailers to create the new leader in the European market. BBH's appointment follows the hiring of Lisa Bowcott as Trainline's first European brand marketing director earlier this year.

Lisa Bowcott, European Brand Marketing Director at Trainline, said: "BBH's inexhaustible creative ambition and strategic excellence makes them the perfect partner for Trainline as we develop our brand and communications globally."

Ben Fennell, CEO of BBH London, said: "It has been an absolute delight to get to know this incredible business. Lisa constructed an excellent process where we received a highly accelerated immersion into Trainline's culture, business and brand. We have some really exciting work on the table, work that we're greatly looking forward to making."

About Publicis Communications



Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Publicis Communications unites the Groupe's creative offering: Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, Fallon, Marcel, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications. Present in 20 markets, Publicis Communications aims to be the indispensable creative partner in their clients' transformation. Publicis Communications draws upon the expertise of over 30,000 employees.

<http://www.publicisgroupe.com/en/services/services-publicis-communications-en>

Contacts

Lizzie Dewhurst

Global PR and Communications Director | lizzie.dewhurst@publicis.com