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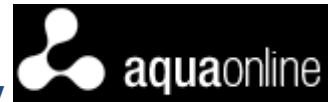
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advertising case study

Gautrain



Media & Creative Agency



The Gautrain is a state-of-the-art rapid rail network in Gauteng. The rail connection comprises of two links, namely a link between Pretoria and Johannesburg and a link between OR Tambo International Airport and Sandton. This modern train will offer international standards of public transport with high levels of safety, reliability, predictability and comfort. Gautrain is Africa's first world-class, modern rapid rail and bus service for Gauteng, a province regarded as the economic heartland of South Africa.

### Client Objective


Advertise the launch of the Gautrain , the first rapid rail network in South Africa.

### Engagements Ads – Like Ads

Time period: 10 June 2010 – 31 July 2010 (7 weeks)


Gautrain ran 5 different ads in rotation. The image was the same for all ads, but different text on each ad. This allowed users to see the different messages that the client was wanting to communicate. This strategy by Gautrain resulted in excellent interaction rates in terms of CTR, ad likes and fanning/page like rates.

**Gautrain launches website**



Find detail about the amazing environmental benefits. Travel from Sandton to OR Tambo in 15 minutes! Join people on the move.

6,853 people like Gautrain.

 You like Gautrain.

**15 minutes to the airport**




Visit GAUTRAIN's new website and find out all you need to know about this time-saving engineering masterpiece.

6,853 people like Gautrain.


 You like Gautrain.

**Gautrain website Live**




Join people on the move and get going with GAUTRAIN! Find detail about provisions we have made for passengers with disabilities.

6,853 people like Gautrain.


 You like Gautrain.

**The Gautrain site is live**



Packed with everything to know about train and bus schedules, routes, fares, benefits and the parking system. Join people on the move.

6,856 people like Gautrain.

 You like Gautrain.

**Gautrain launches website**



First passenger trip is just days away! Be the first to know everything about train and bus schedules, Gold Cards, fares & routes.

6,854 people like Gautrain.

 You like Gautrain.

## Fan Page

Gautrain used their fan page to share the latest news, press releases, updates, videos and photos with their fans. This was also a platform for Gautrain to get feedback from the fans about their thoughts on service and the Gautrain in general.

## Results

- Acquisition of 1,513 fans over the campaign period and another 5,340 from the organic spread and the client's management of the page.
- Over 266,000 organic impressions that will continue to accumulate over the next few months. Organic activity will keep occurring as long as the users who became fans of the page via the ad keeps interacting with the Gautrain fan page.
- Engagement rate was 0.62% and CTR 0.44% which is an amazing result for a social media platform.

**facebook** Search

### Gautrain

Wall Info Boxes Photos Video Events >>

Write something... Attach: Share

Gautrain + Others Gautrain Just Others

**Gautrain**

**Gautrain First Public Ride - 8 June 2010**  
www.youtube.com  
The first ride for commuters left Sandton Station for OR Tambo Station at 5:24am 8 June 2010. Members of the Gautrain project and public braved the cold to be present for this historic journey.  
3 hours ago · Comment · Like · Share · Report  
10 people like this.  
Tumi Mmusinyane Please show us de Drivers as well about an hour ago · Like · Flag  
Write a comment...

**Gautrain**

**Gautie News**  
kids.gautrain.co.za  
You have a chance to win a really cool Kids' Station bag – filled with Gautrain-branded goodies, like a pencil case, a beanie, a wrist wallet and a water bottle. All you have to do is make sure that you have read the newsletter carefully – and then answer an easy question.  
22 hours ago · Comment · Like · Share · Report  
2 people like this.  
Ewald Van Niekerk This lion looks stoned!!! Cant they create a better mascot? 20 hours ago · Like · 1 person · Flag

**Information**

Location:  
22 Milkyway Avenue, Linbro Park  
Johannesburg, South Africa

Phone:  
0800 4288 7246 call centre

**6,856 People Like This**

Ntsane Moahloli	Yasmin Mowlana	Anke Gäbler
Veronica Nyathi	Karina Joubert	Mike Dubstep Drescher

The tremendous response to the Gautrain campaign indicates that the South African audiences were very excited about the launch of the Gautrain. The product the first of its kind a lot of people were keen to take a trip on the Gautrain.