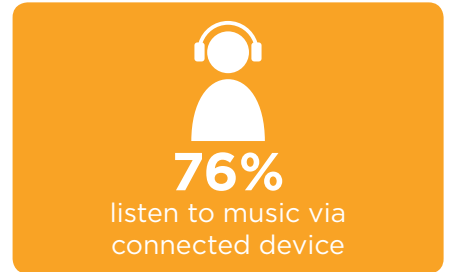
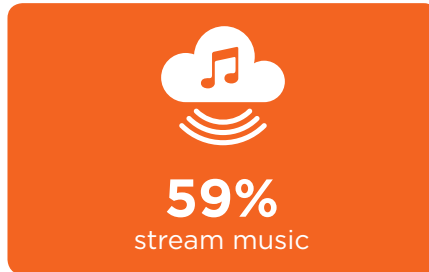
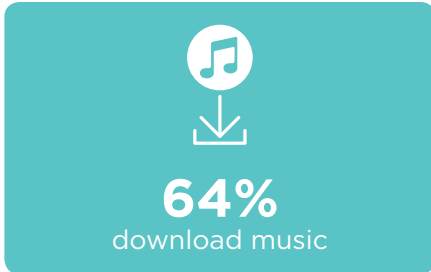
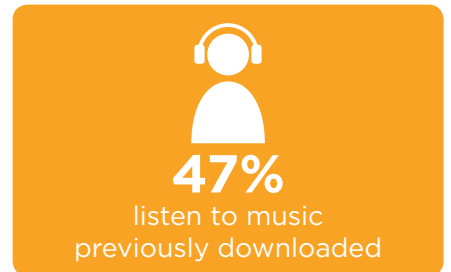
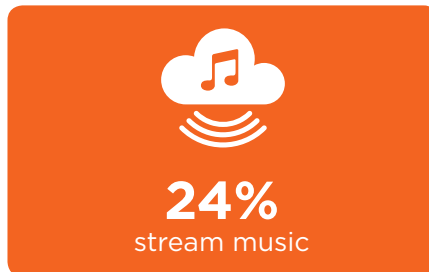
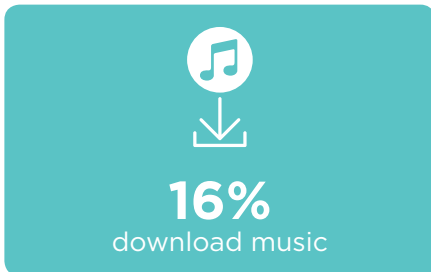


## The right audience:



Open to prompts for new music while on the train,  
and prepared to act on those prompts:

While on the train itself:



## Opportunity to engage:

**94%**

of train travellers notice Traincards; average on-train dwell time



Universal Music Group: **The Shires**

Decca: **Gregory Porter**



'My Universe' is the fastest-selling UK country album ever

**The campaign:**  
1530 panels  
across L&SE  
7/11/16 -20/11/16  
(2 weeks)



**The campaign:**  
2,300 panels  
across L&SE  
9/5/16 - 22/5/16  
(2 weeks)

Gregory Porter is the only living male artist to have had two studio albums in the Official Albums Chart Top 20 simultaneously