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# TRANQUIL TRAIN – CAMPAIGN ANALYSIS

26.10.21

**72POINT.**

CONTENT.  
COVERED

 **Heathrow**  
Express

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# SUMMARY

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Following a turbulent 18 months for the travel industry, Heathrow Express was keen to re cement themselves as the quickest, most convenient option to all those travelling to and from central London to Heathrow Airport. The brand were mindful of the stresses that their customers would be facing at the prospect of travelling once more and wanted a campaign that communicated the service's key values and convenience.

The concept of the 'Tranquil Train' was created in order to give passengers a 15 minute moment of calm when travelling on Heathrow Express whereby they could be taken through a guided yoga session by a top instructor and influencer, Celest Pereira.

The carriage was decorated with a floral display of lavender and eucalyptus, known for their calming aromas. Passengers were also treated to goody bags featuring a face mask, hand sanitiser and a sleep balm as well as a booklet containing the seated yoga sequence to continue on their onward journey.

Research was key in underpinning the campaign and provided a news hook for media.



# COVERAGE

The news story succeeded in securing extensive national media coverage for Heathrow Express, appearing in 208 different publications across digital media and print. A few highlights included:

- 7 national consumer titles landed (including The Times, The Daily Mail - both as a video piece and a news story, Daily Express, The Daily Star, The Sun, The Mirror)
- The campaign achieved extensive US coverage including The New York Post
- 5 pieces of print coverage
- 7 pieces of regional broadcast coverage
- 49 top tier titles landed (with a DA 70+) - nearly a quarter of coverage landed was top tier national and regional titles.

208

PIECES OF COVERAGE

2.39B

ONLINE REACH

TOP TIER (DA 70+)

49

PIECES OF COVERAGE

4.06M

EST. COVERAGE VIEWS

6.92M

LISTENER REACH

304

SOCIAL SHARES



Tracks to tranquility Heathrow Express train passengers were given yoga and meditation sessions yesterday in a carriage decorated with eucalyptus and lavender

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## Heathrow Express hosts first ever live yoga class held on moving train

A train operator is making travel more tranquil - by hosting live yoga classes during journeys. Travellers on Heathrow Express were yesterday (Wednesday) treated to sessions with yoga influencer Celest Pereira, who has developed a 12-minute "seat-yoga" and meditation routine.

By **ANDREW YOUNG** 12:46, Thu, 14 Oct 2021 (UPDATED: 13:03, Thu, 14 Oct 2021)

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Heathrow Express passengers enjoy 'Tranquil Train' experience

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## Heathrow Express hosts first ever live yoga class held on moving train

Passengers on board the Heathrow Express were treated to a 12-minute 'seat yoga' routine hosted by yoga influencer Celest Pereira

By **Andrew Young** 10:14, 14 OCT 2021

HEATHROW EXPRESS PASSENGERS ENJOY 'TRANQUIL TRAIN' EXPERIENCE

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HEATHROW EXPRESS PASSENGERS ENJOY 'TRANQUIL TRAIN' EXPERIENCE

WHAT'S HOT: Cabin crew flight secrets - including what flight attendants get up to on

**THE SUN** All News UK News World News Business Politics Opinion Health News Science

## ZEN VOYAGE Train passengers given live yoga classes from the comfort of their seats during journey

Passengers on board the Heathrow Express were treated to a 12-minute 'seat yoga' routine hosted by yoga influencer Celest Pereira

By **Andrew Young** 10:14, 14 OCT 2021 (UPDATED: 10:15, 14 OCT 2021)

WATCH THE VIDEO

«Хитроу Экспресс» успокаивает пассажиров занятиями йогой прямо в вагоне

Для пассажиров теперь разработаны специальный коврик, специальный стул, который надевается на сиденье



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**Daily Mail News**

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Nice flowers, but where do I put my luggage? Heathrow Express turns carriage into 'tranquil train' to host live YOGA class and meditation to calm passengers

Influencer Celest Pereira led a 'seat yoga' routine on the train yesterday

The 12-minute routine was part of an initiative to tackle passengers' travel stress

Heathrow Express put up the class after a survey showed passengers found travelling more stressful than usual during the pandemic

By **CHAY QUINN FOR MAILONLINE** PUBLISHED: 04:42 EDT, 15 October 2021 | UPDATED: 11:58 EDT, 15 October 2021

26 shares

A train operator is making travel more tranquil - by hosting live yoga classes during journeys.

Travellers on Heathrow Express yesterday were treated to sessions with yoga influencer Celest Pereira, who has developed a 12-minute "seat-yoga" and meditation routine.

The class has been developed so travellers of all ages and abilities can perform the exercises safely from their seats - and it's believed to be the first time a yoga class has taken place on a moving train.



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## Heathrow Express hosts first ever live yoga class held on moving train

Passengers on board the Heathrow Express were treated to a 12-minute 'seat yoga' routine hosted by yoga influencer Celest Pereira

By **Sarah Lumley** 10:14, 14 OCT 2021

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72% of Brits would like operators to do more to make public transport more relaxing

## Heathrow Express hosts first ever live yoga class held on moving train

Passengers on board the Heathrow Express were treated to a 12-minute 'seat yoga' routine hosted by yoga influencer Celest Pereira

By **Andrew Young** 10:12, 14 Oct 2021

# Rail yoga taking off

TRAIN passengers are being treated to yoga classes. Travellers on London's Heathrow Express can relieve stress via 12-minute "seat yoga" video sessions from expert Celest Pereira.

**THE SCOTSMAN** News you can trust since 1817

## A train operator has made travelling more tranquil - by hosting live yoga classes during journeys.

By **Richard Jenkins** Thursday, 14th October 2021, 3:44 pm Updated Friday, 15th October 2021, 8:53 am

Heathrow Express passengers travelling yesterday were treated to sessions with yoga influencer Celest Pereira, who has developed a 12-minute seat-yoga and meditation session to help travellers relax.

The class has been developed so travellers of all ages and abilities can perform the exercises safely from their seats - and it's believed to be the first time a yoga class has taken place on a moving train.

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**NEW YORK POST** OCTOBER 14, 2021

## Train passengers given live yoga classes to help ease stress of travel, pandemic

By **Ben Heil** The Sun

October 14, 2021 | 11:10pm | 189849

72% of Brits would like operators to do more to make public transport more relaxing

Heathrow Express passengers enjoy 'Tranquil Train' experience

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Passengers on board the Heathrow Express were treated to a 12-minute 'seat yoga' routine hosted by yoga influencer Celest Pereira

By **Andrew Young** 10:12, 14 Oct 2021

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ORIGINALLY PUBLISHED BY: **SUN**

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A train operator has made travelling more tranquil - by hosting live yoga classes during journeys.

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Amrit Hothi

Richard Jenkins 6 days ago

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Heathrow Express passengers travelling yesterday were treated to sessions with yoga influencer Celest Pereira, who has developed a 12-minute seat-yoga and meditation session to help travellers relax.

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# Om right on track

A TRAIN company is offering yoga on the move to calm passengers. The Heathrow Express held a seat-yoga class on Wednesday. The "tranquil train" carriage was also filled with fresh eucalyptus and lavender scents. Yoga instructor Celest Pereira, 38, who created the 12-minute routine, said: "We're hoping to help passengers feel less overwhelmed and relieve any muscle tension." Traveller Joe Bence, 26, of London, said: "The class made my day." The operator, which runs a shuttle into the capital, hopes the service will "ease worries".

A train operator has made travelling more tranquil - by hosting live yoga classes during journeys

Date: 10/14/2021 2:03:05 PM

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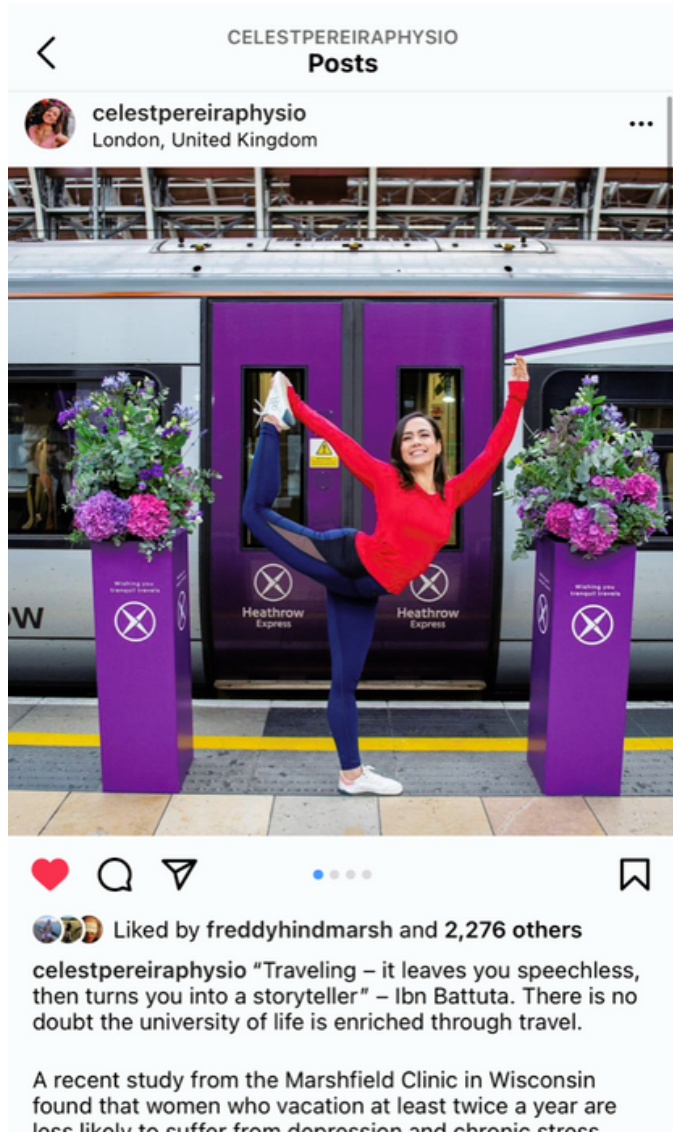
# SOCIAL OUTREACH

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**128K VIDEO REACH    155K VIDEO VIEWS**

The fun video element generated attention on social media - helping bring a little zen to Brits' stressful every day lives, and proved to be an effective asset by generating 155K video views on SWNS owned channels.

## IG GRID POST



**25K POST REACH**  
**30K POST IMPRESSIONS**  
**2.4K POST INTERACTIONS**

## IG VIDEO STORY POSTS



**3K ACCOUNTS REACHED**  
**3.5K STORY VIEWS**

# INFLUENCER ELEMENT

**@CELESTPEREIRAPHYSIO**

**PHYSIOTHERAPIST | YOGA TEACHER | AUTHOR**



Posts on Celest Pereira's Instagram provided further amplification for the campaign.

# THANK YOU

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