

RailEurope Writing Assignment

Date Submitted: Wednesday, March 5, 2008

By: Chris Bovine

Overview:

Two-tiered writing assignment/project:

1. Country—France by Rail
2. RailEurope Product/Service—Swiss Pass

Deliverables Needed:

Provide Web content/copy

Tone and Image:

Inspire and influence potential Website visitors to choose/purchase train travel by offering the most appealing products and services available (for this assignment, France and Swiss Pass).

Messages—Features, Benefits and Value:

That train travel is an enjoyable experience that connects people with friends, places and cultures. Demonstrate how RailEurope brings these together to create a rich and rewarding travel experience.

Additional Information:

My contact information:

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Writing Assignment #1

Country: France

Write an 8-10 word headline.

Write a 3 line intro.

Write a 300-word inspirational piece about rail travel in France.

Headline (Three Options):

France—Experience Life's Rail Journey

France—Food, Rest, Art, Nature, Culture, Escape

France—S'il Vous...Play

Intro:

Whatever your desire—be it France's historic sights, exquisite cuisine or incomparable art and design—traveling across France by rail will definitely keep your travel plans on the right track and provide you with the experience of a lifetime.

Body:

No matter what you are hoping to discover, you will certainly find a region of France that will “quench your thirst” for excitement. From the grand chateaus, beautiful castles and terraced vineyards of the Loire Valley on the western side to the undulating hills, pretty villages and narrow streets of Alsace on the eastern side, you will experience several distinct and diverse regions in between, each with its own unique feel and character. And of course, you can always have Paris. But why stop there.

France is truly a country that needs to be seen in its entirety. And there's no better way to experience all of France's many splendors than by train. Think of it, you will see the landscape transform from rolling hills to glistening granite cliffs to majestic snow-capped mountains right before your very eyes—all from the comfort of your front-row seat. Just imagine absorbing all of the magic and majesty of France with the train's subtle chugging serving as a relaxing backdrop.

Taking the train is simply the way to travel in France. Not only is it great value for the money, it's also a fantastic way to see as much of this beautiful countryside as is possible—not to mention the fact that you can easily connect with trains going to other countries too.

So, whether you're visiting the vineyards of Bordeaux, exploring the historic cities of Avignon or Reims, or enjoying the elegant beaches and boutiques of the Cote d'Azur, anywhere you travel in France will have its own unique flavor. France's unparalleled rail service will let you experience the magic again and again as you pass each romantic and historic city and town. No wonder the French rail network is considered to be one of the best in the world. See for yourself.

(See next page for additional copy/information)

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Sample Writing Assignment #1 (continued)

[Below is a callout I thought may work on the “France” page. Although this is somewhat outside of the assignment, callouts like this have proven to be effective on Web pages. “Green” is very topical and could be a factor for some when planning travel (especially for a skewed female demographic). I did notice the environmental reference in the deck you forwarded earlier. Just food for thought and something possibly to consider]...

Did you know?

- ① For distances less than 400 miles, train travel via European high-speed train lines can be faster than plane travel
- ② Environmentally, European trains use seventeen times less fuel than airplanes and rail travel is five times more efficient than travelling by car

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Writing Assignment #2

Product: Swiss Pass (use raileurope.com and other sources for details)

Write an 8-10 word headline.

Write a 2 line intro.

Write a 250-word inspirational/factual piece about the Swiss Pass.

Headline (Three Options):

Swiss Pass—Plan on Your Terms, With Our Options

Swiss Pass—You've Got a Ticket to Ride, and We Do Care

Swiss Pass—Ease and Convenience You Can Bank On

Intro:

Discovering the scenic delights of Switzerland's Alps, St. Moritz, Lugano and Zermatt by rail is now much easier with the comprehensive range of Swiss Pass options available to you.

Body:

Think about it, traveling is a numbers game—you want to reach as many destinations as possible within a certain number of days while saving as much as you can. With Swiss Pass everything adds up to an economical way of traveling wherever and whenever you want. You can choose 4 days, 8 days, 15 days, 22 days or one month of **unlimited** travel on consecutive days on Swiss Railway trains, lake steamers, alpine post-buses and mountain excursions covering more than 10,000 miles and 38 major cities. This unique pass can also be used for special trains like the Heidi Express and the Glacier Express.

If you are looking to travel with friends or relatives, you can purchase a Swiss Saver Pass. It pays to have a large circle of friends and relatives—you get a 15% discount when traveling with two or more people. There's also a Swiss Railpass Youth for 16-25 year olds and a Swiss Family Card that allows children under 16 to travel for free when accompanied by a parent. And if you need more flexibility, Swiss Pass is available for non-consecutive days with Flexipass.

In addition to unmatched rail service, Swiss Pass gives you free admission to more than 400 museums and exhibits, a 25% discount on most mountaintop excursions, and discounts on high-speed and overnight trains to France, Germany, Italy, Spain and Austria. And don't worry if there's a last minute change in your travel plans, your Swiss Pass is valid for up to six months after the date of purchase.

[Buy now](#) 