

## Case Study 1: Press and Poster Campaign for Network Rail

These images are from a campaign for Network Rail to highlight the dangers of ignoring level crossing signals. "I want to hear the dawn chorus". That was the brief from the Creative Director. Not the easiest task given that the shots were taken at 5.30pm on a gloomy wet day on a little used railway track near Scunthorpe.

The aim was to heighten the impact of the tragedy by juxtaposing the crumpled van against the backdrop of a perfect rural morning. It was to be a horror crash in Constable Country.

The background image was compiled from three separate panned shots to create the format for a 48 sheet and keep maximum resolution. Ten further shots were added for individual element such as the gatepost, sign and several of the background trees, bearing in mind that they would have to be adapted to 6 sheet posters as well.

Dawn sunlight and mist were then added to create the perfect country morning.

Not bad for a rainy afternoon in Scunthorpe

This campaign went on to win the Marketing Agencies Association award for best use of photography in an advertising campaign





Network Rail

**LEVEL CROSSINGS ~~X~~ DON'T RUN THE RISK**

Network Rail

**LEVEL CROSSINGS ~~X~~ DON'T RUN THE RISK**

Network Rail

AND HERE  
AND HERE  
AND FOUND HERE

THEY WERE HIT HERE

**LEVEL CROSSINGS ~~X~~ DON'T RUN THE RISK**

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AND HERE  
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