

Create your own marketing campaign

Write a
catchy
Slogan!



Design
your own
livery!

What special
offers would you
give?

Compose a
jingle for radio
advertising!



Release your creative side and re-design
one of our double-decker trams



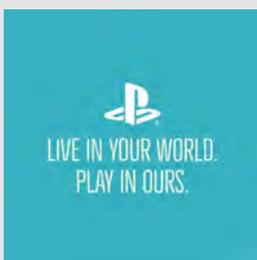
Write a catchy slogan

How to create a memorable slogan: 8 useful tips

1. Logo first. For the maximum effect, pair your slogan with a powerful logo ...
2. Seaton Tramway's logo has already been done for you ...
3. Take enough time ...
4. Keep it simple ...
5. Use humour ...
6. Be honest and don't overpraise yourself ...
7. Think about the target audience ...
8. Think about what makes the brand special ...
9. Consider using rhythm and rhyme ...
10. Create more than one and then get the opinion of other people ...



Here are some catchy slogans that are used for different marketing campaigns:



What will yours be like?

Consider colour, size, understanding, how memorable it is and how it links to Seaton Tramway.



Design your own livery

What is a livery?

A livery is a special design and colour scheme which is used on the tram.

Have a look at the pictures on the first page to get some idea of the double-deckers and the livery designs. You can see that we have blue and white, red and cream and two-tone pink shown there.

What to consider?

What colours go well together?

How many colours do you need. Most trams have two different colours (other colours maybe in the advertising or lettering).

Same colour or contrast?

Are the colours easy on the eye?

Trams have to be regularly painted to keep them looking fresh and clean.

Below is a tram that you can print off and use for your design or you can draw and design your own. When you have finished send/deliver the finished result to the tramway depot by post or send a picture of it to diane@tram.co.uk . We would love to see your creation!

Tramway address:

Diane Roberts

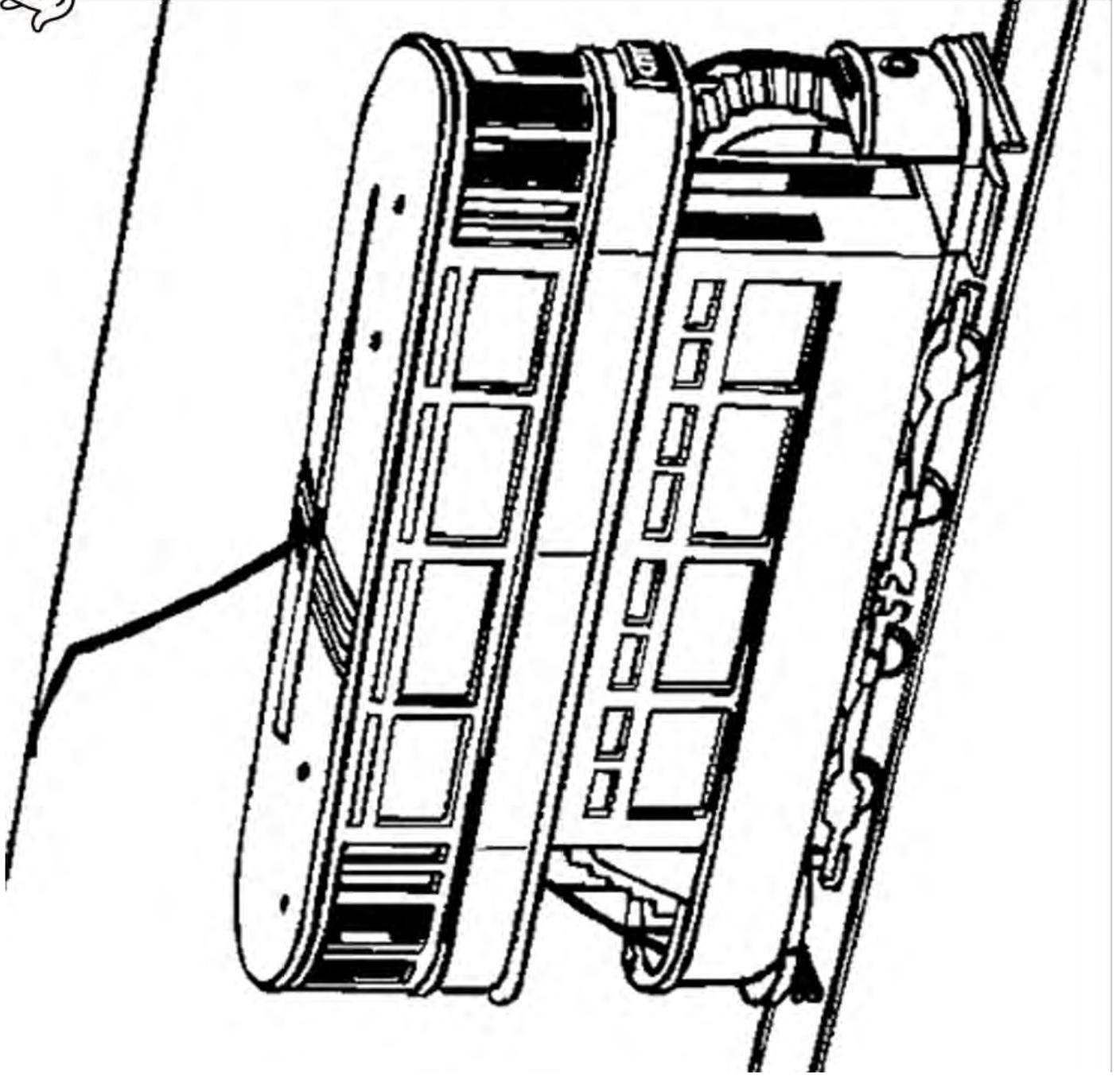
Seaton Tramway Depot

Harbour Road

Seaton

EX12 2NQ







What special offers/rewards will you give?



What is a special offer?

A special offer is a product, service, or programme that is offered at reduced prices or rates.

Some examples of special offers:

- ◆ Buy one get one free
- ◆ % discounts
- ◆ Buy an item and get something free
- ◆ Loyalty cards/points
- ◆ Discount for multiple tickets
- ◆ Qualifiers due to age, student, family



Design your special offer below:



Compose a jingle

What is a jingle?

- ◆ A slogan, verse or tune which can be easily remembered and is especially used in advertising

What features do they have?

- ◆ Catchy
- ◆ Easy to remember
- ◆ Short and crisp
- ◆ Have a strong and clear message

Complete yours below: