

Eurostar Launches Search For Roster Of Creative Agencies



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Eurostar, the high-speed passenger service linking London and mainland Europe, has announced that it has begun the search for a roster of agencies to provide creative and advertising services across its core markets of the UK, France and Belgium. The ultimately successful agency or group of agencies may also assume responsibility for Eurostar's international and emerging markets.

The pitch process is a consequence of Eurostar's strategic decision to introduce a more consistent brand personality across all of its different markets as the business prepares for the advent of direct, on-rail competition. In advance of this, Eurostar completed in September 2010 the transformation of its business from an unincorporated joint venture to a single, unified corporate entity. As such, Eurostar is no longer solely a three market business and with ambitious growth plans and an increasingly international outlook, the operator requires a roster of agencies which can execute the current brand strategy across all of its global, brand communications.

Agencies interested in participating in the tender process should consult the Official Journal of the European Union (OJEU) where the call for competition is published. Eurostar will select a short-list of agencies to take part in the tender process based upon initial responses to a pre-qualification questionnaire, and has set a deadline for these responses of 7th October. The formal pitch timetable will be

communicated sometime thereafter and the final appointment is anticipated from February 2012.

Earlier this year, as part of this same, strategic process, Eurostar unveiled a new visual identity, itself designed to reflect the evolution of its business. More recently the operator announced the launch of its first pan-European advertising campaign set to air at the end of September, again reflecting this new, consistent brand personality.

Eurostar's incumbent agencies have been notified about the pitch process and have been invited to participate.

For more information on the agency search and to find [Eurostar deals](#) such as cheap [Eurostar tickets](#) and [Disneyland Paris deals](#), interested parties can visit www.eurostar.com.

About Eurostar:

Eurostar is the high-speed train service linking St Pancras International, Ebbsfleet International, Ashford International, Paris, Brussels, Lille, Calais, Disneyland Resort Paris, Avignon and the French Alps.

Eurostar was established in 1994 as a partnership between three railway companies: SNCF, SNCB and LCR (London and Continental Railways). On 1 September 2010, Eurostar became a single, unified corporate entity owned by three shareholders: SNCF, SNCB and LCR.

The current Eurostar train was first introduced into service in 1994 carrying 750 passengers and operating at speeds of up to 300kph. Since then, the fleet of 28 trains has carried more than 115 million passengers between London and the Continent. Following their refurbishment these trains will continue to form a core part of the Eurostar fleet, offering convenient [London Paris train](#) travel and [London to Brussels](#) trains.

Eurostar is the Official International Rail Service Provider for the London 2012 Olympic and Paralympic Games in the UK

The Eurostar Ashden Award for Sustainable Travel:

- Since 2001 the Ashden awards have been supporting sustainability projects across the globe and now they're working with Eurostar to promote sustainable travel - As part of the Tread Lightly programme to cut carbon and get people thinking differently about their journeys, Eurostar has launched the Ashden Award for Sustainable Travel - With

a prize fund and a host of benefits, the Eurostar Ashden Award for Sustainable Travel will celebrate and support local sustainable travel projects in the UK, France and Belgium Eurostar is a founder member of Railteam, a partnership between Europe's leading high-speed train operators that is developing simpler ways to book and travel on the fast-expanding, European high-speed rail network.

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