




Get set for the Games

RailGallery

Client:
Queensland Rail

Key stakeholders:
Department of Transport and Main Roads, Translink, G:Link, the Gold Coast 2018 Commonwealth Games Corporation



Watch the video on YouTube 
youtube.com/railgallery

Services offered



Videography

Aerial, time-lapse, video editing



Photography

Aerial, On-ground



Design

Graphics, satellite images narrative writing

This is the first time we have worked with a passenger operator on a high-profile campaign, and its significance will affect nearly every passenger travelling on Queensland Rail's network during the Commonwealth Games in April 2018.

The brief

As the Commonwealth Games is approaching, Queensland Rail, the Queensland State Government and the Australian Government, invested more than one billion dollars on improving the transport system to cater extra six million trips across South-East Queensland.

To raise awareness in the community about the upcoming service enhancements and changes during the Commonwealth Games, an informative video was sought by Queensland Rail for a media launch at Carrara Stadium in February 2018.

Planning and execution

The entire project took less than three weeks, from gaining approval, narrative writing, filming, editing to delivering the final video.

With our experience in working with rail operators and government agencies, we helped our client in refining the key messages, and assisted in connecting various stakeholders to supply additional content for the video. To illustrate the nearest stations to sporting events, a satellite fly-through animation is featured.

The video does not only highlight the facts and figures of government investment, it also emphasises on the increased service frequencies during the Games, with a call-to-action to ask the public to plan their journeys in advance.



The video was reposted by Annastacia Palaszczuk MP, the Premier of Queensland on her Facebook page.



Safety first

We assessed every location before launching the drone and complied the legislative requirements



Knowledge of rail

We identified vantage points and synchronised with the train timetable to capture the best footage



Think like our client

We helped our client to identify target audiences and refined the key messages to maximise their reach



Stunning results

Our client is very happy with the outcome, as it reached a wide range of audiences through multiple channels

Facts

314

videos recorded

268

photos captured

105

minutes of raw footage

43

hours of video editing, graphic and sound design

23

drone launching sessions

17

filming locations across South-East Queensland

15

time-lapse videos recorded

3

weeks time-frame – planning, filming, editing to delivery

2

minutes video delivered on time and within budget

1

satisfied customer

Results



Launched by the Transport Minister and CEO of Queensland Rail on 4 February 2018.

Within 24 hours of the launch



53,000+ views



288 shares



381 reactions



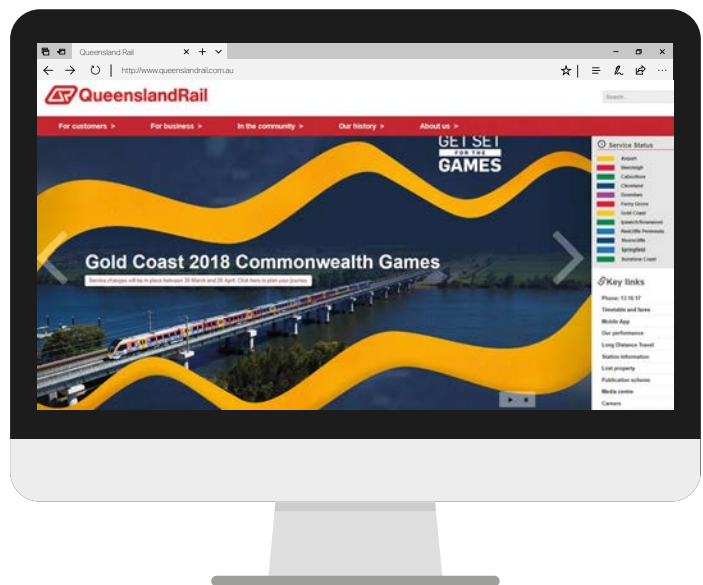
117 comments



1,792 views



35+ media reports on mainstream media



Home page of Queensland Rail, featured our aerial photo of the New Generation Rollingstock.

We help



Operator



Customer facing agency



Constructor



Track maintainer



Association



Government



Manufacturer



Consultant