



LINMAG Rail Service

RailGallery

Task:
Content marketing of rail milling service and documenting the work on Sydney Harbour Bridge

Key stakeholders:
Sydney Trains, Roads and Maritime Services, Civil Aviation Safety Authority, local councils and building corporations



Services offered



Marketing

Industrial content marketing



Videography

Service, aerial, time-lapse, interview, editing



Photography

Civil work, equipment & machinery



Content design

Script writing, narrative creation

The Sydney Harbour Bridge is one of the most recognised landmarks in the world, and we are delighted to have been invited by Linmag to create marketing materials that communicate its pioneering rail milling activities on this national icon.

Our focus is to tell compelling stories that communicate effectively with the target markets in a way that achieves the desired marketing outcomes.

The brief

From the start of this project, we developed a strong working relationship with Linmag. Our brief was to capture and convey the significance of their rail milling work, with final video outputs and implementation that catered to a variety of target audiences.

Detailed approach

The Sydney Harbour Bridge is one of the most security-sensitive locations in the country, whether it is on the bridge itself or in the nearby waterways. We ensured our production did not interfere with the milling work, the road and air traffic.

Our production team diligently planned and consulted with all the stakeholders to ensure all the relevant safety and work approvals are met.

In the content marketing sense, we examined multiple ways to maximise Linmag's return-on-investment through different approaches to creative story-telling and marketing implementation.



Watch the video on YouTube

youtube.com/railgallery



Key results

- ✓ 6,000+ views on LinkedIn - from a variety of target audiences – rail project operation directors, track maintenance managers, asset renewal supervisors, project engineers, etc
- ✓ Showcased at Linsinger's 70th anniversary celebratory event
- ✓ Enquires and interests generated from New York transport authority
- ✓ Sydney Harbour Bridge rail milling contract renewed





“ RailGallery looked after us very well and the campaign was well managed. It was a big project for us and our Austrian headquarters was very happy with the end result. It's always important for us to work with competent partners in the rail industry, people who understand our work and what we're trying to accomplish.

Working with RailGallery was a turnkey solution - they were able to handle our ideas, and it was more or less just a tweak here and there to reflect what our company wanted, however, the story was all done by RailGallery.

I'd highly recommend RailGallery if you want to show your technology or service in action.

Reinhard Schwarzenberger
LINMAG Rail Service

Rediscover the purpose of the content

In today's world, every person has different experiences and expectations, so the traditional 'one-size-fits-all' approach is not as effective as it once was.

We needed to capture pleasing video and photos of Linmag's work in a small window of opportunity. Yet, beyond this requirement, our core focus was to work with Linmag to rediscover the purpose of the content and to capture and convey a compelling story to achieve marketing outcomes.

Declutter the target audiences

Working with Linmag, we identified three target audience groups.

1. Linmag and Linsinger staff, as they wanted to internally showcase these capabilities during their 70th-anniversary event in Austria.
2. Potential buyers around the world, who may be interested in using milling technology to improve their network's rail profile.
3. Rail industry colleagues and counterparts, who would like to see what is being done for this project.

Once we had identified the target audiences and Linmag's intention, we developed and got agreement for a creative approach and filming/photography schedule to meet the organisation's needs.

Content design and copywriting

We researched the subject of the video and crafted the script. For each video, we made different tone, style and visual/audio choices to ensure the story is compelling for each type of audience. As a result, we created four types of video content:

- a. Time-lapse and project overview – background videos, which feature in functions and celebrations.
- b. Documentary style video – a 10-minute story which outlined the history, challenges, restraints and solution for potential buyers (included interviews with technical advisors and project managers).
- c. Snippets – 3x 60-90 second videos which summaries each challenge and benefits for online audiences.
- d. Teasers – 3x 30-second videos which build interest and funnel people to a website or the documentary-style video online.

Online networking/ social media implementation

With a primary focus on online audiences, this campaign was heavily promoted to industry counterparts through LinkedIn and Twitter.

We advised Linmag on the frequency and messages for its own channels, with the ultimate goal of content sharing and discussion within the rail sector.



Safety first

We advised our production plans and followed all on-site safety policies

Knowledge of rail

We familiarised with the vantage points and alignments to capture the best photos and footage

Think like our client

We helped our client to refine the marketing approach to ensure their objectives are met

Stunning results

Our clients are very satisfied with the planning, process and deliverables