



Experience America from the Ground Up

A great American adventure is waiting. This campaign is designed to **reposition** Amtrak in the minds of young adult adventurers... not as a last resort or legacy mode of transportation, but as the most exciting, scenic, and culturally resonant way to explore the United States. At a moment when America is celebrating 250 years, we're inviting a new generation to stop seeing the sights from 30,000 feet and come on the scenic route instead.

DON'T MISS OUT ON THE BEST PART OF TRAVEL... QUIT SEEING THE SIGHTS FROM 30,000 FEET. COME ON THE SCENIC ROUTE WITH US AND SEE THE COUNTRY FROM THE GROUND UP.

Target Audience

Age	25–35 (Post-grad; young professionals in their prime adventure years)
Education	College educated with an established job, disposable income for travel
Mindset	Well-travelled; seeking a new way to explore, alone or with friends Needs an escape from their "normal" adventures Euro summer is out, great American adventure is in

Targeting young professionals living in major metro areas, with OOH media concentrated in transit hubs:

Current Positioning & Brand Context

Amtrak is positioned as a premium, comfortable alternative to air and car travel, currently undergoing active modernization. The brand is working to shift and improve consumer perception while capitalizing on record ridership seen in FY 25.

"IT'S NOT JUST ABOUT MOVING MORE PEOPLE, IT'S ABOUT MOVING THEM BETTER"
- AMTRAK PRESIDENT ROGER HARRIS -

Current Business Highlights

- Recently launched Acela first class experience with high speed rail
- All-time high ridership in FY25 — the goal is to sustain this growth and keep increasing the Total Addressable Market
- On track to achieve operational profitability by FY28
- Elevating customer experience in response to consumer concerns and needs

Known Consumer Concerns

- Aging infrastructure
- Cleanliness issues
- Delays
- Limited capacity

Previous Campaigns + Collaborations

Retrain Travel	Encouraged consumers to rethink how they travel and choose Amtrak instead. Mode-shift messaging.
Co-branded: Crayola / DreamWorks	Collaborations positioned toward young families. Different audience from this campaign's target.
Group Rates	"Get your favorite people together" — promoted group travel pricing. Some overlap with community pillar, but price-led rather than experience-led.

Updated Positioning & Brand Context

ADVENTURE	COMMUNITY	DISCOVERY
The scenic route IS the experience. Getting there is half the adventure.	Solo or with your crew, Amtrak is built for connection, not isolation.	See the country from the ground up. Experience America like never before.

Campaign Copy Guides

WISH YOU WERE HERE?

Experience [DESTINATION] from the ground up with Amtrak.

Supporting Copy Lines

- Unlock your next great adventure
- Euro summer is out, great American adventure is in
- Celebrate the scenic route

- Experience America from the ground up
- Travel should be an adventure, not a chore

Power Words & Tone

Marvel · Majesty · Vivid · Magnificent · Witness it · Epic · Scenic · Cross country

Tone: Fun, trendy, exciting, culturally relevant; celebrating America's 250th without overt patriotism or nationalism. Think: aspirational adventure, not flag-waving.

Campaign Visual Identity

Visual Themes

- Postcards: vintage-inspired large-letter postcard aesthetic as the creative anchor
- Adventure: sweeping landscapes, trains moving through iconic terrain
- Community: groups of friends, solo adventurers, shared experiences on board
- The aesthetic is nostalgic but modern, warm and inviting, not corporate.

OOH: Subway Station



OOH: Bus Wrap



Media Strategy & Ad Placements

Out-of-Home (OOH)

- Subway stations in target cities: New York, Boston, D.C., Chicago
- Bus wraps in key metro corridors
- Focus on high-traffic commuter moments, when our target audience is most likely to be dreaming of an escape

Streaming & Digital

- Ad campaigns on streaming services targeting this demographic
- Celebrity/influencer talent to be used in streaming spots (see Influencer section)
- Reference model: Rob Rausch for Sonic, Jake Shane for Poppi; tap into the market through familiar, trusted faces

Influencer FAM Trips

Campaign Objectives for the FAM Trip

- Address generational concerns about cleanliness and comfort head-on
- Build awareness about the opportunity to travel this way and experience our country
- Tap into the cultural relevance of America's 250th anniversary, without feeling overly patriotic or nationalistic

- Generate authentic, shareable "Scenic Route" content across Instagram, TikTok, and YouTube

Influencer Roster — Talent to Consider

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Co-Brand & Collaboration Strategy

Poppi

Start serving Poppi on board Amtrak trains. Poppi is a brand already deeply tapped into the young adult market and will be exciting to partner with, adding a lifestyle signal to the on-board experience.

- Co-branded content opportunities with Jake Shane (Poppi's existing collaborator)
- Custom Amtrak x Poppi sleeve: Strawberry Lemonade flavor featured in the influencer gift box
- On-board availability to reinforce the brand pairing in real life



PR Box

- UGGs - comfort and travel-ready; featured in influencer gift box
- Amtrak sleep mask - branded travel essential
- Salt & Stone - clean skincare; featured in gift box cosmetic bag
- Summer Fridays - lip balm; featured in gift box cosmetic bag
- Polaroid - camera film pack included in scrapbook kit to encourage "Scenic Route" content

