

Stop the Train, I Want to Get On: A Retrospective of the Legendary British Rail Poster

In 1985, British Rail launched one of the most iconic advertising campaigns in history with the "Stop the Train, I Want to Get On" poster. The poster, which featured a young woman in a red dress standing on a train platform, became an instant sensation and is still remembered fondly by many today.

This article explores the origins, impact, and lasting legacy of the "Stop the Train, I Want to Get On" poster. We will also take a look at some of the other memorable advertising campaigns that British Rail produced over the years.

The "Stop the Train, I Want to Get On" poster was created by the advertising agency Saatchi & Saatchi. The agency was tasked with creating a campaign that would promote British Rail's new InterCity 125 trains.



Stop the Train! I Want to Get On: Rediscovering New Zealand Railway Journeys by Graham Hutchins

★★★★★ 5 out of 5

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The agency's creative team came up with the idea of using a young woman as the central figure in the poster. They wanted to create a sense of excitement and adventure, and they felt that a young woman would best embody this feeling.

The agency also decided to use a red dress for the woman in the poster. Red is a bold and attention-grabbing color, and it helped to make the poster stand out from the crowd.

The "Stop the Train, I Want to Get On" poster was an instant success. It was featured in magazines and newspapers all over the world, and it quickly became one of the most recognizable advertising images of all time.

The poster had a significant impact on British Rail's sales. In the year after the poster was launched, British Rail saw a 10% increase in passenger numbers.

The poster also helped to change the way people thought about British Rail. Before the poster was launched, British Rail was seen as a stodgy and bureaucratic organization. However, the poster helped to create a more modern and vibrant image of the company.

The "Stop the Train, I Want to Get On" poster is still remembered fondly by many today. It is considered to be one of the greatest advertising campaigns of all time, and it has been parodied and imitated countless times.

The poster has also had a lasting impact on British culture. It has been used in films, television shows, and even songs. It has also been used to promote a variety of products and services, from travel to fashion.

The "Stop the Train, I Want to Get On" poster is just one of many memorable advertising campaigns that British Rail has produced over the years. Other memorable campaigns include:

- **"The Great British Railway Adventure" (1960s):** This campaign featured a series of posters that promoted the scenic beauty of Britain's railways.
- **"Get on Board for Bargain Breaks" (1970s):** This campaign promoted British Rail's low-cost fares.
- **"The InterCity 125: The Fastest Train in the World" (1980s):** This campaign promoted British Rail's new high-speed train.
- **"The New Trains: Faster, Cleaner, Greener" (1990s):** This campaign promoted British Rail's new fleet of trains.

The "Stop the Train, I Want to Get On" poster is one of the most iconic advertising campaigns of all time. It helped to change the way people thought about British Rail, and it is still remembered fondly by many today.

The poster is also a testament to the power of great advertising. A well-crafted advertising campaign can have a significant impact on sales, brand perception, and even culture.



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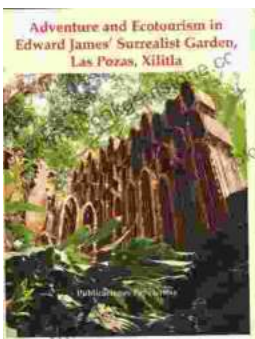
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