



Marketing Policy

RZD Bonus Loyalty Programme launched by RZD Holding won the annual national Customer eXperience Awards Russia for the Best Customer Experience in the Transport Sector, and the Loyalty Awards Russia 2016 for the Best Transportation Company Loyalty Programme.

Key marketing initiatives in 2016

As a socially responsible company, FPC significantly increased the share of special fares in the regulated segment in 2016:

- in the summer of 2016 (from 1 June to 31 August 2016), children aged between 10 and 17 were offered a 50% discount on fares for third-class sitting and sleeping carriages. Over 2.5 million young passengers benefited from this campaign, which is a 21% increase year-on-year in passenger traffic in this age group;

- in 2016, the number of passengers who took advantage of other special fares increased 2.5 times year-on-year. The share of passengers in the regulated segment who benefited from these special fares exceeded 10%.

Along with its flexible Tariff Policy, FPC constantly runs the Lucky Tuesday marketing campaign inviting passengers to purchase tickets for long-distance trains on Tuesdays at highly attractive prices.

In 2016, the Lucky Tuesday campaign covering domestic routes ran 47 times; over 220 thousand tickets were issued at special fares. Every "Lucky Tuesday" the Company sold on average 2.5 times more tickets for the selected routes than on other, non-promotion days.



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