



LONGLEAT

Client: Longleat

Background

Longleat is an iconic attraction recognised nationwide. It has been open for more than 50 years and was the first stately home to open to the public on a fully commercial basis. It became the first safari park to open outside Africa back in 1966 and since then has continued to develop. Since 2000 Longleat has featured in the BBC's Animal Park series, which has offered a behind-the-scenes look at the Safari Park and the House and has increased awareness of Longleat on a national scale.

The Challenge

Longleat's research had shown that the majority of day visitors to the attraction drive up to 2 hours to get there although this has increased to 3 hours in recent years. The challenge was to take advantage of the high awareness levels, generated by the BBC Animal Park programme throughout this area.

What did we suggest to address this problem?

We agreed upon a solution with Longleat, using a combination of our leaflet display stands within the selected catchment area, together with specially designed Longleat leaflet dispensers. The Longleat dispensers produced exclusively for their own leaflets were placed along side our stands in high footfall locations plus additional small outlets to increase coverage where large stands would not be an option. This means that Take One have been able to offer an extremely intensive distribution solution within the allotted area.

The Result

Leaflet awareness among visitors has remained consistently over 30% for the last four years.

Quote:

"We get great coverage for the Longleat product and brand by putting leaflets in Take One racks in hotels, supermarkets and motorway service stations within a 2+ hour drive of Longleat. We consolidated this coverage still further with a blitz campaign to other locations using leaflets with their own colourful dispenser."

Jo Sparrow, Marketing and Events Manager, Longleat

