



Over 80 different shows... Bristol Hippodrome

Bristol Hippodrome - the South West's jewel for live entertainment with one of the largest theatre stages in Britain featuring companies like the English National Ballet & Welsh National Opera alongside West End productions like Phantom of the Opera & Les Miserables.

As a major regional theatre, the Hippodrome's range and diversity means it has many audiences - from children meeting Angelina Ballerina, to opera-buffs enjoying Carmen, to a group of friends having a night out singing along to ABBA. It attracts customers from the surrounding counties as well as those living in and around Bristol. All this presents a real

marketing communications challenge!

For 2008, the Hippodrome wanted to continue to **increase its awareness** as a cost-effective alternative to London - with the added objective of keeping people local to the venue up-to-date on the latest shows and events.

Working to this brief, Take One proposed a number of activities.

Firstly, to attract customers of all types across the South-West, leaflets for selected shows were placed in supermarkets, attractions, Tourist Information Centres (TIC) and sent to many B&B's.

Secondly, those living or staying in Bristol could see leaflets in hotels, supermarkets and local venues. And to add extra impact Take One 'blitzed' the Bristol City with Hippodrome leaflet dispensers.

Finally, the flagship 'What's On' Guide was placed in TIC's, supermarkets in Bristol and **selected outlets** in neighbouring counties. And to build real volume, literature also featured in several motorway service stations.

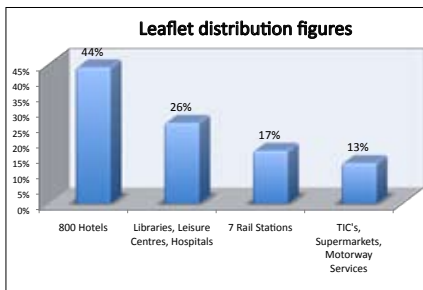
And it has worked wonders - attendance of shows has never been so high - with over **350,000 leaflets** distributed in only 8 months!



Use our “Xperience” to reach millions

Xperience The South East is our newest 'exclusive' leaflet with a print run of half million copies - distributed in over 1,300 sites in London - with nearly half going into 800 hotels which are prime places to attract tourists and residents staying in London.

For further details email lesley.banks@takeonemedia.co.uk or call 07867 970039.



Xperience London – attracts tourists who are looking for maps to plan their stay in London. Distribution has just reached the one million milestone and reaches over 1,300 sites.

For further details email mark.shannon@takeonemedia.co.uk or call 07977 991914.

Somerset 'Things To See and Do' – attracts visitors to the South West with a map and money-off vouchers to top attractions in the area.

For further details email colin.wimble@takeonemedia.co.uk or call 07812 974466.

All publications are **FREE** to pick up, include maps which guarantee pick-up – and provide excellent exposure for little cost!

Did you know?

- 183,000 leaflets taken from stands every day – 127 leaflets taken from stands every minute – that's 2 leaflets every second!
- A motorway stand holds 16,000 leaflets and weighs a third tonne. Busiest sites in the South West are Exeter and Taunton Deane Services. The busiest site in the South East is Roadchef in Maidstone
- Drivers in the South West have driven in excess of 50,000 miles using 2,500 gallons of diesel at a price of £5 per gallon. Each van carries 1.5 tonnes (100,000 leaflets)
- In the first 6 months of 2008 our warehouse team has picked, packed and despatched 350 tonnes of leaflets for our national TIC and South East leaflets direct services – with each packer walking up to 8 miles per day!

Take One asks – is it the **right number** of leaflets for the job...?

If you are a new customer to Take One, you will, perhaps, find that we approach the job you have asked to do **differently from others**. We will want to hear all about your attraction, venue or product – to give us some context to work within. Then - about your objectives for the season in question – are you looking to concentrate on **building awareness** across a wide range of potential visitors, or are you already well established and want to attract a new audience to your door? And an idea of budget.

Once we are clear, we will draw up the campaign we feel best meets your objectives – and work out for you **exactly** how many leaflets you will need to execute this.

We think you may find you need fewer copies than you originally thought – we have found this with many customers when we work with them for the first time. And of course the benefits can be significant – you will not only reduce your leaflet print bill but will bring you closer to matching any 'green' targets you might have.



Our **expertise** promotes Kent 500,000 times

Popular with visitors over the 20 years it has been produced, 'Best Places to Visit in Kent' is an annual publication by the Association of Tourist Attractions in Kent (ATAK) promoting the varied nature of visitor attractions. It is the most comprehensive piece of print produced for visitors exploring the county.

We know it's popular – over the 20 years that Take One has worked in partnership with ATAK it has distributed around 10 million copies - **500,000** each year!

ATAK has over 80 members – covering historic houses, castles, gardens, steam railways, boats, vineyards, wild animal parks and museums –

with great attractions like Canterbury Cathedral, Kent & East Sussex Railway and Leeds Castle to name a few.

ATAK's objective this year was to persuade visitors from all over Kent and outside the county – Surrey, London, Sussex and Essex to extend their stay



and **visit more attractions**. The leaflet has been featured in over 800 stands via hotels, supermarkets, the community – libraries, hospitals and colleges, attractions, London rail stations and motorway service stations – with the remaining leaflets sent to B&B's and TIC's nationwide.

Over the last 20 years our partnership with ATAK has led to over 10 million of their flagship leaflets being picked up by visitors in the county. It is one of our most popular leaflets and we

will continue to distribute next year to increase awareness of Kent as a prime tourist spot.

Lesley Banks, South East Business Development Manager, Take One Media.

Bigger and better display networks for 2009

We are planning some great changes to our display networks all over the South East to attract a wider audience.

To find out more contact Lesley Banks on 07867 970039 or email

lesley.banks@takeonemedia.co.uk



You'd better **believe** it at Ripley's!

Ripley's is a museum with a difference – a weird and wacky world showcasing unusual artefacts like genuine shrunken heads to make you wonder if something so strange could really be true.

Opening its doors in London for the first time on the 3rd September - the museum is in the heart of Piccadilly Circus and has chosen Take One to handle its **leaflet distribution**. Leaflets have played an integral part in its launch.

To back-up their launch programme with some impact and build awareness of the attraction quickly Ripley's brief to Take One was for as much **coverage across London** as possible – to include both visitors to the capital and those who live and work there. So they have taken space in supermarkets, 4 of our key rail stations, 800 hotels, local venues like universities and youth hostels - as well as an advert in our **Xperience London** publication.

Arriving tourists use airport stands – **it's official**

Take One was curious to find out if people use stands and what drives them towards **picking up a leaflet** – so a selection of those passing through Heathrow & Gatwick were surveyed.

The results show that stands are used and leaflets picked up:-

- Nearly half attracted to the stand by appearance - the rest for leaflets about the UK, a particular poster, and/or additional tourist information
- Half looking for specific information; whilst the others attracted by leaflets
- Mostly people looking to read the information or for contact details

- Some on holiday, some on business
- A wide spread of nationalities, social class, age and employment status

With over **100 exclusive display** opportunities for marketing material across 7 UK airports – as well as displays for your own leaflet and poster at Heathrow Express – Take One can offer a highly targeted package to over 90% ABC1 – an affluent audience of overseas, UK residents & business/leisure travellers.

To reserve a space now or to find out more on the research contact Colin Churchill on 07966 534227 or email

colin.churchill@takeonemedia.co.uk



Why leaflet displays are so **powerful**



- Located in areas of high footfall
- Highly visible and accessible
- Seen when potential customers are in 'the right mood' and receptive
- Impulse pickup – just seeing the leaflet or brochure prompts interest
- Literature can be taken home and serves as reminder
- Can be used to complement other forms of media in a mixed campaign
- Highly targeted so cost-effective, with no wastage

Design Tip number **Three**

Get your **message** across

You need to convey your message with immediacy, brevity and clarity. The copy should not be in bulky paragraphs you need short, sharp statements, bullet points and **bold** headings.

Latest updates

- **First Great Western** – a new client using leaflets for the first time to enhance awareness, drive business and help support their 2-4-1 promotion to attractions in Bath, Bristol and Oxford. The Oxford campaign uses leaflets in supermarkets and hotels, whereas the Bristol/Bath campaign in supermarkets, motorways and TIC's
- **South Yorkshire Tourism** is producing two new guides: South Yorkshire Tourism Guide and Yorkshire South Visitor Guide – to entice people to visit attractions and stay in the county. The tourism guide is distributed to accommodation outlets all over the East Midlands, motorway services and local attractions. The Visitor guide is more specific to nationwide TIC's
- **National Trust East Midlands** have two new leaflets: 'The Duchess at Kedleston Hall' and 'Come Cycling in Clumber Park.' Both distributed to TIC's, hotels, attractions and local outlets in the region. The Duchess leaflet aims to attract visitors to Kedleston Hall and Chatsworth, whereas the 'Come Cycling' leaflet - to increase numbers of people hiring bikes in Nottinghamshire
- **Michaelwood service station** – a 90 slot stand is installed on the M5 southbound section between junctions 13 and 14. Display your leaflets to capture people on short holiday breaks