

## Client: ATAK (Association of Tourist Attractions in Kent)



### Background

ATAK was formed in the 1980s to provide an independent forum for the owners of visitor attractions in Kent.

It has over 80 members representing a diverse range of attractions – covering historic houses, castles, gardens, steam railways, boats, vineyards, wild animal parks & museums. These include high profile attractions such as Canterbury Cathedral, Kent & East Sussex Railway and Leeds Castle.

ATAK produces the 'Best Places to visit in Kent' leaflet which is the most comprehensive piece of print for advertising Kent attractions to visitors exploring the county. This annual publication has been popular with visitors for 20 years – with Take One distributing the leaflet in their display stands.



Sample of leaflet

### The Challenge

ATAK wanted their leaflets to be distributed far and wide within the county to attract tourists from all over Kent and further afield – areas leafleted were Surrey, London, Sussex & Essex.

It was important that all members had copies of the print so that they could promote one another to extend the visitors stay and enjoyment of the county.

## The Solution

Take One Media has a well established leaflet display network across Kent to target visitors whether they are staying in hotels, driving through the county, visiting an attraction or out shopping. The variety of networks provided the Board of ATAK with the ideal solution for mass distribution within the county. In addition members could continually restock copies of this vitally important piece of print.

Outside Kent the print was distributed to all places within easy reach and along the main arterial routes into and throughout the region - the M25, M2 and M20 and Network Rail Stations from London leading into the county.

## The Results

Over the last 20 years **over 10 million** of the flagship leaflets have been picked up by visitors in the county.

## Quote

**“ATAK is very pleased with Take One’s strength of expertise in distributing leaflets to prime places for high pick-up. Without Take One we would struggle to target such a wide ranging audience that we need as our member attractions are quite diverse. We look forward to the future and building our member portfolio and continuing our long lasting relationship with Take One.”**

**Anthony Morse, Chairman – ATAK**



**Hever Castle**



**The Historic Dockyard**