



Client: Monkey World

Background

This internationally acclaimed ape rescue centre in Dorset is home to over 230 primates and has the largest group of rescued chimpanzees outside Africa. Monkey World was set up in 1987 by Jim Cronin to provide abused Spanish beach chimpanzees with a permanent home. Today it works in conjunction with foreign governments from all over the world to stop the illegal smuggling of apes out of Africa and Asia.

Visitors are sure to have a memorable day exploring the Adventure Play Area and meeting the stars of TV's 'Monkey Business' and the new series 'Monkey Life'. The Centre also hosts half hourly talks which combine conservation, education and family fun.

The Challenge

Monkey World's aim for the brand campaign was to build on existing awareness achieved through their TV coverage.

To achieve maximum exposure they wanted to attract consumers both in the South West and further afield, including those from London and abroad.

Take One was chosen as the exclusive leaflet distributor. The company's expertise meant that by having all of the display work timed and targeted, Monkey World's leaflet campaign was so effective that the original print run was cut in half!

The Activity

To attract customers across the South West, leaflets were placed in hotels, attractions like Butlins & Longleat, supermarkets, Tourist Information Centres (T.I.Cs) and sent to many B&Bs.

For those living or staying in Dorset leaflets could be seen in local places such as caravan parks, restaurants & pubs. To add extra impact Take One blitzed Dorset & Weymouth with leaflet dispensers to target local pubs, which included a specialist run through Dorset campsites & holiday parks. To build real volume Monkey World used Southampton Airport as a way of targeting customers from other parts of the UK and other EU countries, whilst Waterloo Station was a key location to capture local Londoners & commuters.

The Results

An impressive **300,000 leaflets** have been placed in stands in the first 6 months.

Quote

“This is our first year working with Take One Media and they have shown to be efficient leaflet distributors, offering strategic marketing plans. The comprehensive distribution reports are a valuable resource, and we are looking forward to evaluating the results of 2009 at the end of the year.”

Sarah Lambert, Marketing & Public Relations Manager, Monkey World Ape Rescue Centre

