



Client: Drusillas

Background

Listed 12th in the Sunday Times 50 Best Days Out in Britain and voted the number one attraction in Sussex for days out with the kids, Drusillas in East Sussex is widely recognised as the best small zoo in the UK.

With hundreds of fascinating and entertaining creatures, there is plenty of animal magic at Drusillas to enthrall and excite everyone from the youngest to the oldest visitor.

But animals are only half the fun at Drusillas, the play areas Go Bananas! and Go Wild! are packed with slides and swings ideal for those wishing to monkey about.

Other attractions include Thomas the Tank Engine, Lemurland, Amazon Adventure, and The Zoolympics Challenge.

The Challenge

The South of England has always been an attractive tourist spot and with more people opting to holiday in the UK, the number of visitors to the region is likely to rise.

Drusillas provides an excellent day out for holiday makers and also for local people living in Sussex area.

The aim for the brand campaign was to ensure that the high awareness level of this family attraction was maintained and visitor numbers were increased.

Take One was chosen to distribute the leaflets due to their expertise and coverage of the South East region. Leaflets were the ideal communication tool to supplement other forms of media, such as newspaper and radio advertising.

The Activity

To capture a family audience, leaflets were placed in our display stands in various high footfall locations across the South and South East region. Residents & families living here will see Drusillas leaflets at their local supermarkets and also at other attractions like Bedgebury Pinetum, The Historic Dockyard & Blue Reef Aquarium.

To target the vast number of holiday makers visiting Brighton and Eastbourne, motorway service stations were blitzed leading towards these popular coastal destinations. Stands in many hotels, B&Bs & Tourist Information Centres (T.I.C's) were stocked with leaflets to ensure that holidaymakers came into contact with this important piece of print.

To capture London residents & day trippers heading south with the family, leaflets were placed at mainline London stations and distributed via many blue-chip, affluent London businesses.

The Result

Over 5 million leaflets have been distributed over last 10 years.

Quote

“We have always found Take One to be professional, efficient and well organised in their approach to leaflet distribution. And that’s important when you are paying for a service that is normally difficult to monitor – but Take One’s regular campaign reports ensure that we know exactly where each leaflet has been distributed, so we can tailor our distribution more effectively.”

Laurence Smith, Managing Director, Drusillas

