



**Client:** Blenheim Palace

### **Background**

Set in 2,100 acres of beautiful parkland and surrounded by sweeping lawns, formal gardens and the magnificent lake, Blenheim Palace offers a memorable day out.

Situated in Woodstock, just 8 miles from Oxford, Blenheim Place was the birthplace of Sir Winston Churchill and is now home to the Duke and Duchess of Marlborough.

The beauty inside this unique example of English Baroque architecture matches the beautiful grounds in which it stands. The hand painted ceilings, porcelain carvings, tapestries and paintings are sure to impress visitors. On the first floor *'Blenheim Palace: The Untold Story'* brings to life enticing tales from the last 300 years.

### **The Challenge**

Blenheim Palace attracts visitors from the UK and from overseas. Situated slightly off the major tourist route, it is important to increase nationwide awareness of this beautiful palace whilst maintaining the existing audience of customers.

### **The Activity**

It was agreed that we would distribute leaflets for Blenheim Palace in high footfall locations both in the Oxfordshire area and in neighbouring tourist hot spots. This aimed to attract the local community, day-trippers and people from overseas wishing to visit places of historic and royal interest.

In Oxfordshire and adjoining counties Berkshire and Buckinghamshire, leaflets were placed in hotels, caravan sites, hospitals, local attractions, supermarkets, libraries, universities and other places of educational interest and pubs.

Further afield big hotels with a close vicinity to main transport links were used to display the leaflets. Other locations included railway stations, Little Chef restaurants, Tourist Information Centres, caravan and campsites, pubs and independent hotels. Service stations up and down the country were used to catch passing trade.

### **The Results**

In total there were more than 3,700 outlets that stocked Blenheim Castle leaflets, with over 250,000 leaflets distributed in 2009.

### **Quote**

**“Our distribution campaign with Take One has been hugely successful this year. We’re always impressed by the service provided by Take One with comprehensive campaign reports to help you monitor progress, and the professional and friendly approach of the team. It’s important to know your print product is in good hands.”**

**Hannah Payne, Marketing & PR Manager, Blenheim Palace**

