



Client

Old MacDonald's Farm

Background

Old MacDonald's Farm is a fun day out in the Essex countryside near East London. Situated conveniently for schools from in and around Essex and East London there is a wide range of farm animals including many rare breeds to meet and learn about. There is an educational officer and support available to help children learn about life on the farm. There is also a range of exotic animals as well as entertainment and attractions such as the Caterpillar rollercoaster and animated indoor shows which will appeal to any member of the family.

The Challenge

Old MacDonald's Farm provides an excellent day out for both tourists and locals from the Essex area. The challenge was to expand on the number of customers coming from London to the attraction whilst maintaining exposure in the local area. It was also key to draw families in who were using the M25 to travel either regularly or occasionally (e.g. to go on holiday, weekends away etc.)

The Activity

To attract the local customers such as families, adults with children, schools and tourists, leaflets were placed in pubs, libraries, leisure centres, hospitals, post offices, national trust parks and educational facilities.

A major part of the campaign was to attract more visitors from the London region, both tourists or local people wanting a day out in the countryside. For tourists, leaflets were widely distributed in hotels, car rental companies, airports, hostels and restaurants. And to target Londoners, leaflets were placed in local venues and blue-chip companies such as BT and British Airways.

And to attract customers passing the attraction on the M25, leaflets were placed in roadside accommodation such as Travelodges and at service stations. Leaflets were distributed in four counties, Kent, Essex, Hertfordshire and Suffolk to maximise the amount of people who could see the campaign.

Old MacDonald's Farm have enjoyed great success from being listed on Take One's consumer tourism site, www.dayvisits.co.uk. With high visitor figures to their listing page Old MacDonald's decided to feature a discount voucher in the dayvisits e-campaign. The voucher was redeemed at a very successful rate and the Farm decided to continue to advertise their attraction on the site to complement the leaflet campaign.

The Result

117,000 leaflets have been picked up in seven months.

Over 220 voucher redemptions from www.dayvisits.co.uk during the summer period.

Quote

Old Macdonald's Farm comment on the impact of dayvisits over the summer period:

“We had 220 voucher redemptions - this was a lot higher than local press, national press, (combining The Sun, Associated Press and Express Group in one figure) and any other promotion we ran. We will continue to use the e-template as an effective tool to drive traffic to our listing.”

Joseph Manning, Proprietor, Old Macdonald's Farm

