



Client

Lee Valley Park

Background

Lee Valley Regional Park is London's biggest open space, a unique mix of award-winning sport and leisure facilities, heritage sites, gardens, nature reserves and riverside trails. Stretching over 10,000 acres, the Regional Park winds its way 26 miles along the banks of the River Lee from Ware in Hertfordshire, down through Essex, North and East London, past the Olympic Park to East India Dock Basin on the River Thames. The Park has hundreds of great days out with a wealth of high quality facilities and parks, including nine Green Flag winning open spaces, one Green Heritage Site and four Highly Commended Quest accredited sports venues.

The Challenge

Lee Valley Regional Park wanted a wide reaching campaign that would attract visitors both domestic and foreign. Also, because of the size of the Park it was important to maintain comprehensive coverage throughout all of the areas adjacent to the Park, not just in Hertfordshire or London, and leaflets would have to be distributed accordingly.

The Activity

Take One Media implemented a leaflet campaign that covered ten counties, including a large emphasis on London. Essex received dense coverage as leaflets were placed in hotels, transport hotspots, restaurants and tourist attractions. In other counties Tourist Information Centres, hotels and libraries were used to deliver the campaign. An extensive network of 440 outlets were utilised to deliver leaflets in London, including youth hostels, hotels, educational facilities, hospitals, places of work and transport networks.

The Result

Take One Media distributed two leaflets (Lee Valley 'Explore' Park Wide Map 2009) with a quantity of 27,000 leaflets and Lee Valley Park Map 2009 with a quantity of 52,000 leaflets. The 2009 Campaign has worked extremely well with a high pick up rate and all the contracted amounts of leaflets being distributed.

Quote

"Year on year we see from our customer visitor surveys that leaflet and brochure distribution works. It's still one of the top methods of how people find out about us and why they visit. This communications tool still competes fiercely with the Internet - and Take One are reliable, provide good data and secure excellent reach for us. Take One works hard especially in terms of hotel coverage and gaining access to national TICs."

Marketing & Communications Manager, Lee Valley Regional Park

