



Client

English Heritage (South West)

English Heritage - Castles of Cornwall 2009

English Heritage - Historic Somerset, Dorset and Wiltshire 2009

Background

English Heritage exists to protect and promote England's spectacular historic environment and ensure that its past is researched and understood. Each year English Heritage opens its doors to 400 historic properties across the country, including abbeys, castles, monuments, stately homes and palaces. Around 100 of these can be found in the South West region, and they have two regional leaflets here to promote the attractions: *English Heritage - Castles of Cornwall* and *English Heritage - Historic Somerset, Dorset and Wiltshire*.

The Challenge

English Heritage has a wide and varied portfolio of attractions and the challenge was to promote the diversity of attractions within the region whilst boosting the profile of the English Heritage brand. The leaflets were each to have individual and regionally focused campaigns. English Heritage wanted these leaflets to effectively target the thousands of tourists and holidaymakers who flock to the region each year.

The Activity

Leaflet distribution for *English Heritage – Castles of Cornwall* was focused on our large Select One network (comprising of local B&Bs, guesthouses and hotels) which targeted tourists visiting the area, and likely to be demographically suited to those interested in visiting historical sites such as castles. Leaflets were also placed at roadside restaurant Little Chef (to target people travelling within the area) and at 4 service stations along the M5, capturing those coming in and out of the county.

The *English Heritage – Historic Somerset, Dorset and Wiltshire* leaflet was distributed within its title counties, in over 2300 Select One outlets, Little Chef restaurants, along the M4 and M5 services and at Bournemouth International Airport (to capture tourists entering the area via road and air).

The Result

The two leaflets had a total pick-up of 86,000 in 2009.

Quote:

'With printed materials being of high importance in our campaigns to attract visitors, effective and controllable distribution into a diverse market place is essential to us. Ensuring maximum coverage and no wastage during peak season is of paramount importance to us.'

Tony Rees

English Heritage Marketing – Cornwall, Devon, Dorset & Somerset.