



## **Client**

The Historic Dockyard Chatham

## **Background**

The Historic Dockyard Chatham is an 80 acre site with the largest concentration of iconic buildings, historic ships, museum galleries and attractions in the UK. 400 years of maritime history can be explored through the variety of attractions and events on offer. Highlights include the Victorian Ropery Tour, stories of life aboard the three Historic Warships, the 'Wooden Walls of England' gallery, the Royal Dockyard Museum and the RNLi Historic Lifeboat Collection, the beautiful Commissioner's garden and the children's indoor and outdoor play areas.

## **The Challenge**

The Historic Dockyard Chatham is a unique, award-winning maritime heritage destination with the nearest competitor of its type being in Portsmouth. Therefore THDC wanted to capitalize on the London market, and increase leaflet distribution here. The leaflet campaign would also have to maintain coverage of Kent and Surrey to attract the local family and visitor audience. There was the added challenge of utilising the opportunity presented by the weak pound/strong euro trend which is encouraging foreign tourists to the UK.

## **What did we suggest to address this problem?**

The bulk of the leaflet campaign was focused on drawing in domestic citizens from counties in the South East. Essex, Suffolk, Kent, Sussex, Bedfordshire, Hampshire, Hertfordshire and Middlesex had leaflets distributed in educational facilities, community amenities such as pubs, libraries and leisure centres targeting local families and individuals. Campsites, caravan parks, hotels, tourist attractions and Tourist Information Centres were targeted to entice holidaymakers visiting nearby counties. In addition services on motorways in and out of Kent were leafleted, as were railway stations. In London leaflets were distributed in information centres, foreign embassies, high commissions, libraries and places related to travel.

In addition to this, THDC chose to advertise in specialist leaflet 'Xperience the South East' to increase visits specifically from the London area, and those coming in via the European ports and ferry companies.

## **The Result**

With over 110,000 leaflets distributed across the South East and an advert in Xperience the South East, The Historic Dockyard Chatham had wide coverage with print which assisted the result of over 170,000 visitors in 2009.

## **Quote**

"We have used Take One Media for leaflet distribution for many years as their representatives are always easy to deal with, they deliver our leaflets to the right places at the right time and are cost effective. We may live in a digital age, and we have a page on [www.dayvisits.co.uk](http://www.dayvisits.co.uk) too, but leaflets are still being regularly picked up and used by many in our target markets."

*Anthony Morse, Marketing Manager*