



Client

Hever Castle

Background

Hever Castle is an important historic castle on the English landscape, once the family home of one of England's most famous Queens – Anne Boleyn, the intriguing second wife of Henry VIII and mother of Elizabeth I. The castle houses 16th century portraits, paintings, furniture and tapestries and outside visitors can explore the magnificent gardens for all seasons which include Italian, Rose and Tudor gardens, topiary, yew maze and splashing water maze. Hever Castle has special events throughout the year, the highlight for many being the summer jousting tournament.

The Challenge

Hever Castle had identified two markets for their attraction: domestic visitors and tourists travelling through the South East of Britain from mainland Europe. The leaflet campaign therefore had to incorporate targeted distribution outlets that both domestic and foreign markets would encounter during their time in the South of England.

What did we suggest to address this problem?

Hever wanted a large leaflet campaign to promote itself in the South East of England, London and to the incoming European market who would be passing by the Castle on their way to London or their final destination. The latter was targeted by placing leaflets in key sites: Tourist Information Centres, Cruise Terminals, Departure and Arrivals areas at Dover, Calais, Dunkerque and Dieppe. A key distribution outlet to catch tourists coming in and out of the country was the motorway service areas on the M20, M25 and M23. To avoid missing tourists coming into the region by air, leaflets were placed at airport hotels. In Essex, Kent, Sussex, Hampshire and Surrey hotels, caravan parks, supermarkets, local attractions and Tourist Information Centres were targeted. In Kent and Sussex places of work were also leafleted to attract weekend and holiday visits from the workforce and their families. Over 4000 outlets were utilised in Hever Castle's leaflet campaign.

In addition to this, Hever Castle 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

Due to the 'Staycation' phenomenon Hever Castle found that more people from the nearby counties were picking up the leaflet and visiting the attraction. 300,000 leaflets were picked up in 2009, including 30,000 Christmas themed leaflets. Additionally, 250,000 Xperience the South East leaflets were picked up in 2009.

Quote:

'The impressive quantity of leaflets picked up last year reflects the amount of visitors we welcomed. We were really pleased with the organisation, delivery and results of the campaign; Take One continue to help bring visitors to Hever Castle, despite the difficult economic climate.'

Ann Watt, Head of Marketing, Hever Castle