



## Case History – Woburn Safari Park

### The Challenge

Set within the beautiful surroundings of the 12th Century Woburn Abbey in Bedfordshire, the Safari Park is one of the UK's leading visitor attractions, spanning 360 acres.

- The core target audience is 'Families with Children' within a specified drive time.
- The campaign's objective was to build visitor numbers in a very congested and competitive market for the leisure £. Budgets are always stretched, so media selection cannot risk wastage or inefficiencies.
- The campaign period is always when visitor attractions invest most of their budgets, so negotiating the best media at the sharpest rates is mission critical.

### The Strategy

- The key periods of the year for Woburn are the school holiday periods throughout the year – primarily Easter, May Bank Holidays, the long summer break and October half term. Media was planned to deliver highest awareness levels within these timelines.

- Outdoor / Transport media is excellent for to achieve the campaign's KPIs as 48 sheets and Bus advertising showcases strong creative treatments very effectively as well as delivering excellent OTS.
- Bus advertising delivers coverage of a wide geographical area as well as targeting car drivers with Bus Rears.
- High impact static 48 sheets and Adshel 6 sheet posters were sourced at high footfall locations like supermarket car parks and rail stations in key towns, as well as panels located adjacent to major arterial routes.

## The Outcome

“Woburn Safari Park has worked with Media Managers on media planning and buying activity since 2012 and they have contributed greatly towards the success of our annual advertising campaigns. Their detailed understanding of our needs and objectives, coupled with their service led approach, make them valuable partners in achieving our visitor numbers in a very competitive market. We're really excited to be working with their content team and have produced our first video together on the baby penguins, which looks fantastic!”

Leisure Marketing Manager, Woburn Safari Park

## The Channels

- Transport Media

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