

Excellence Awards - 2024 Entry  
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Entry ID: 15258

### Third Party Authorization

*Are you entering on behalf of, or in association with, any third party?:* No

### Basic Information

*Category:* 10. Beauty, Fashion and Lifestyle Campaign - NEW

### Entry Information

*Entrant company name (To be used in all awards materials/ presentation):* Liz Lean PR (LLPR)

*Entry title:*

BEST DAY EVER at Paultons Park by LLPR

*Entry Text:*

Liz Lean PR (LLPR) was briefed to develop and deliver a campaign to make Paultons Park the UK theme park of choice for families during the 2023 summer school holidays.

Client objectives:

- Increase consumer awareness of, and highlight value for money experience
- Increase ticket sales for the summer period and beyond
- Increase yield by encouraging food sales

The client had a total campaign budget of £40,000, including paid influencer collaborations. The campaign was briefed in April with a desired launch in May, driving ticket sales ahead of the summer holidays.

Consumer intelligence data informs us on a live basis of the evolving factors that are important to parents when choosing where to take the children on a day out.

To support our existing knowledge, we undertook competitor analysis to establish where Paultons Park performed above competitors in the space, and to understand sentiment around the experience. We learnt theme parks were regularly criticised for poor food and drink options available, or the inability for families to bring their own food – which Paultons allows and complements its family-friendly dining outlets.

Queue times at Paultons Park are significantly lower than at any other UK theme park, meaning families could get more out of their day at Paultons.

This research, combined with our extensive knowledge of Paultons Park having represented the attraction for the last decade, led to our key campaign themes:

- Value for money
  - o free parking
  - o number of rides and attractions
  - o low queue times
- Quality of food and drink in comparison to competitors
- Overall cleanliness

The 'Paultons Parent' is typically a tabloid reader who looks to journalists to inform them of the best days out. While they can afford to treat the children, they are still looking for a trip that offers value for money, and importantly memories they'll never forget. These parents, particularly of pre-school children, are increasingly using social media for recommendations.

In a competitive market we recognised that third-party endorsement for Paultons Park's key messaging was a winning outcome.

Tapping into the child-like mindset and leveraging emotive language to evoke a response in our target customers, we launched a campaign to position a trip to Paultons Park as the 'Best Day Ever'.

To deliver this message and infiltrate conversation with endorsement for the park and its USPs, we developed a multi-channel campaign strategy leaning on earned endorsement.

Working strategically with press contacts in the tabloid sector and leveraging our strong relationships in the travel media, we pitched the idea of an independent investigation into the best value for money theme parks in the UK. Our pitch alerted tabloid travel writers to the notion that the "true cost" of a day out for a family is often much more than the ticket itself once parking and food is added on top, and that long queue times also reduce the return on investment.

Within days of the pitch a survey was independently commissioned finding Paultons Park the best value theme park in the UK and the third best in Europe. These results generated coverage across multiple target titles.

To "flood" Instagram with 'Best Day Ever' messaging, we collaborated with 48 quality parenting influencers on a gifted basis over a 10-week period. Leveraging our strong relationships, we briefed each influencer to specifically focus on our campaign themes.

To promote the quality of food at Paultons Park and gain targeted, relevant endorsement, we collaborated with several foodie/cheffing influencers. To tap into fresh audiences and to capture those with a rapidly growing audience for best ROI, TikTok was our channel of choice for this element of the campaign.

We negotiated and agreed a paid-for collaboration with leading parenting and lifestyle influencer, Zoe Sugg (Zoella). Zoe Sugg has 9.2m followers on Instagram and 4.95m YouTube subscribers, many of whom are now target parents. The collaboration included a 20 minute YouTube video documenting her family trip to Paultons Park, released in time

to promote the attraction in late July 2023.

We were fleet of foot on reactive opportunities, including securing BBC Radio 1's Danni Diston and Sam MacGregor to "hide" at Paultons Park, as part of the station's national high profile "Giant DJ Hunt" in July 2023.

Campaign success: 1st May – 31st July 2023

#### Media relations

61.2m million readers reached

- Value for money survey results generated 18 items of national and regional coverage in May 2023, achieving a combined reach of 4.8m across target titles: The Sun, Southern Daily Echo, BBC Radio (regionals), Magic FM, Rock FM, Hampshire Chronicle, networked across Reach PLC "Live" titles, Free Radio
- Press coverage resulted in Google displaying Paultons Park as the "answer" to a search for "best value theme park UK" during summer 2023
- 112 pieces of positive media coverage carrying at least one of our key campaign messages, with a reach of over 61 million. 35% included a branded image, 18% included a client quote, and 50% of online titles had a very good or excellent domain authority ranking. Titles included: The Sun, Daily Mirror, BBC Radio 1, That's Life, The Times, Closer, Sunday Mirror, Daily Star, Sunday Express, First News, My London, Greatest Hits Radio

#### Influencer

Over 1.8 million users reached through influencer collaborations

- Zoe Sugg's YouTube integration achieved over 500,000 views within two weeks, generating almost 6m impressions. 87% of viewers were aged between 18-34
  - o Since then, the video has amassed over 650k views, 24k likes, and over 400 comments
  - o Despite not being contracted to post to Instagram, Zoe enjoyed her experience so much she posted to her Instagram grid, and shared additional stories reaching over 300,000 target customers
- Reached over 1.3m followers through over 50 gifted influencer partnerships, with total engagement of over 520k Online conversation increase
- Almost 35,000 online mentions of Paultons Park – over 580% increase on the same period in the previous year
- Almost 7,500 unique authors participated in conversation about Paultons Park – over 260% increase on the same period in the previous year
- Over 250 online mentions specifically using the campaign hashtag and endorsing key themes, reaching over 2.25m people
- Over 60% of online conversation took place on Instagram, a key channel for Paultons Park. 12% of online mentions via news channels, 12% on X (Twitter), 8% on Facebook
- Common phrases used in online, earned conversation included: clean, free parking, queue times, amazing day, absolutely loved, gardens (with the Paultons gardens being another USP for the attraction)
- Second strongest share of voice in sector, with nearly 300% higher growth than nearest identified competitor compared to previous quarter

### Supporting Information

*Additional supporting information (images, artwork, clippings and other media):*

Provided

*Campaign image (if entering individual/team awards, upload headshot/team photo here):*

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Provided

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*Company logo:*

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Provided

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*Please write a 30 word entry summary in the third person:*

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LLPR 's Best Day Ever multi-channel campaign for Paultons Park reached millions of customers and established the family theme park as the UK attraction of choice for the summer holidays.

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