

BACKGROUND

- JPR was appointed in July 2006 to handle the PR campaign for BeWILDerwood which opened on May 21st 2007
- BeWILDerwood is a 50-acre wild and imaginative adventure park, with magical tree houses and characters located near Wroxham, Norfolk

OBJECTIVES

- Launch BeWILDerwood, a completely unique tourist attraction to all potential visitors from the UK.
- Contribute to the marketing to meet initial visitor targets of 600 per day.
- Coincide the book launch, "A Boggle at Bewilderwood" written by the owner Tom Blofeld in time for the public launch.
- Convey BeWILDerwood's difference as an adventure playground and inspire the media to cover the new attraction.
- Inspire children and adults to have real outdoor fun in the magical woods and create awareness about family values and organic play.
- Create a sense of adventure and excitement through use of the location, the tree houses, the magical characters and quirky names and enforce the natural and environmental values of BeWILDerwood.
- Continually re-enforce the agreed key messages in all forms of communication.

PLANNING

JPR planned a strategic media relations campaign to develop awareness of the new BeWILDerwood brand.

Media Fact Pack: Introduction to Journalists

- 1000 word editorial used as an introduction to journalists - how Tom Blofeld created the idea/background and key quotes. Copy also included his book “A Boggle at Bewilderwood” and an introduction to the characters.
- Quirky facts about Bewilderwood, such as how many logs were used, where they came from, the longest zip wire and the tallest tree house.
- JPR initially issued the media packs to our key media contacts which encompassed local, regional and national press (offline and online).
- JPR also sent the media packs to the Broads Authority, VisitNorwich Ltd, Norfolk Tourism, VisitBritain, East of England Tourism, the Foreign Press Association and the Foreign & Commonwealth Office.
- JPR followed up the media packs with lobby telephone calls and made a point of being at the forefront of their news planning for this important launch and for press coverage in time for the opening.



IMPLEMENTATION

Media Briefings

JPR organised these with the media, taking the fact packs, press releases and a visual display board showing the Bewilderwood plan providing information about the new attraction.

Journalists met included:-

- BBC Radio Norfolk (Stephen Bumfrey)
- Eastern Daily Press (Paul Durrant / Chris Starkie / Richard Batson)
- The EDP Norfolk Magazine (Carolyn Bowden / Annie Hirst)
- The Guardian (Isabel Choat)
- The Observer (Gemma Bowes)
- The People (Chris Bucktin)
- Daily Mail (Laura Moss)
- Evening Standard (Jo Fernandez)

- Those we were unable to meet we spoke to consistently on the telephone.

- At every opportunity JPR educated journalists about BeWILDerwood and planned stories in time for the opening and made them aware about the press launch being planned for May 19th & May 20th 2007.

- Media Campaign titles JPR targeted included print, broadcast and the online media:-
 - Local Press
 - Children's magazines / TV Programmes
 - Regional Press
 - Nationals print – broadsheets, tabloids, consumer magazines
 - Online Travel Media
 - Online Children's Press
 - Press Departments for Tourism
 - What's On Guides
 - Screen East

Countdown to Opening

- JPR drafted a series of creative press releases during the lead up to the opening.
- BeWILDerwood was keen to promote the brand rather than just the attraction itself, therefore we incorporated the park's magical characters into many of the releases and accompanying professional photography highlighted the names and faces of the characters to the press and public.
- JPR also worked with BeWILDerwood to boost the awareness of the brand on-line.
- JPR engaged the local community via local press stories and visits to ensure support with BeWILDerwood for future plans and communicated to the wider audience there is a 'new world at BeWILDerwood' to explore.

Key Relationships

- JPR worked with the client, Broadland 102 and the Archant Group to create a creative advertising campaign.
- Purple Circle, Nottingham, (design team) and Studio Create, Norwich, (Website developers) to ensure that our PR work was consistent with their design. The releases were also uploaded onto the website.
- The Broads Authority, VisitNorwich Ltd, Norfolk Tourism, VisitBritain, East of England Tourism, the Foreign Press Association and the Foreign & Commonwealth Office. Relationships were consistent throughout the campaign with coverage gained in their newsletters and websites plus cross-promotions with their campaigns.

CREATIVITY

- Use of imaginative photography of BeWILDerwood and the characters.
- JPR directed the main shot of BeWILDerwood which captured the imagination of journalists and potential visitors. (Purple Circle magically enhanced the shot).
- JPR emailed the fun BeWILDerwood Video Link (<http://www.bewilderwood.co.uk/video.aspx>) to our relevant media contacts locally, regionally and nationally.
- Doris The Tree – press call set up to welcome the tree from Ghana which had been rescued to live at BeWILDerwood.
- Book Launch – media event to launch “A Boggle at BeWILDerwood” at Waterstone’s, Norwich.
- Poem Competition to write about BeWILDerwood and its characters to win an Inaugural Boat Ride Competition for local school children on the first day of the press launch.
- Press Launch – two day press event to experience BeWILDerwood.
- ThornyClod Spins Web – launch of new website.
- Competitions to win BeWILDerwood tickets on kids.nationalgeographic.com, Girl Guiding Magazine, EDP Norfolk Magazine.

RESULTS

- Exceeded initial 600 a day visitor figures. Over 6,000 people attended BeWILDerwood during their first weekend of opening.
- Visitors were projected at 80,000 per year. BeWILDerwood had 15,000 visitors in week one which amounted to a 1/5 of their annual turnover.
- The press launch attendance was 90.9% and included a range of over 750 high profile travel journalists, regional journalists and local reporters who came to enjoy BeWILDerwood with their families. Guests from local associations, tourism councils and suppliers also attended.
- Total circulation achieved through editorial press including newspapers and magazines amounted to over 21,000,000. With over 4900 column centimetres of coverage.
- 6 mentions on the TV and Radio.
- Press Coverage in all major nationals.
- 502 online website mentions/articles.
- 99% favourable press coverage.
- 89 press cuttings collated to date.
- 502 online website mentions/articles.

