

## Problem =

- The National Trust had been struggling to achieve acceptable visitor numbers to the NT locations around the country.

## Challenge =



Equi=Media were tasked with implementing a digital campaign to promote the 'Out and About' drive over a 7 week period in Spring 2007.

The key challenge was for online to maximise awareness and ultimately drive increased visitor numbers to National Trust locations around the country.

## Our approach =

- Equi=Media took the ABC1 40+ 'social butterfly' target audience and planned placements offering the highest penetration of this audience.
- Creatives were placed on a variety of sites including Hotmail/ Live Mail, Friends Reunited and press websites such as the Daily Mail and the Times Online using a range of ad formats to create interest and awareness of the brand.
- Flighting of advertising was planned around the build up to the weekend and Saturday and Sunday mornings.



## The result =

- The campaign generated over 10,500 clicks with almost 3% of visitors to the site taking out a full National Trust membership despite the messaging not including this call to action!
- 2.3% of visitors viewed properties in their region, showing a high level of interest in the National Trust.

