

## Outdoor and Active

Press Ahead was awarded the contract by One North East to launch a campaign that ran during the spring and summer of 2009, promoting North East England as a great place to explore and visit.

### Objectives

The objectives of this campaign were: to attract more domestic visitors into the region; to increase the visitors' average spend and length of stay; to maximise visitor movement across the region during their stay and to drive traffic to the region's tourism website: [www.visitnortheastengland.com](http://www.visitnortheastengland.com).

### Approach

With Outdoor and Active as the theme and through appropriate target media, Press Ahead encouraged primary and secondary audiences to visit and explore North East England. The campaign was delivered as a comprehensive, multi-platform offer, designed to appeal to a national audience. The approach involved using a number of traditional and new media PR tools to ensure success in a short timescale, including: regular correspondence with editorial teams to establish planned features and explore the potential to contribute; development and sell in of feature ideas; development of outdoor itineraries linked to the sector for consumers and visiting journalists; proactive engagement with relevant social media platforms; effective use of creative photography to generate media coverage; sector specific promotions, competitions and offers; and PR that dovetailed with scheduled events in the region. Key to the campaign was the 'Adventure Generator' – an idea, proposed by Press Ahead, to develop an online wizard for consumers, which provided a number of PR opportunities and channels of communication with the media.

### Results

For this short campaign, Press Ahead needed to deliver results quickly and include all four sub regions of the North East in activity and coverage, as well as developing a mechanic that would encourage people to find out more about the region online.

Press Ahead worked closely with national journalists and secured press visits to the region from a number of key titles. Media coverage appeared in national, trade and consumer publications, including the Sunday Telegraph, Guardian, News of the World, Express, Country Walking, My Weekly and Chat magazine. By providing the idea of the Adventure Generator, Press Ahead ensured that visitors to the region had an online tool to help them plan their visit to the region, adding a new dimension to One North East's marketing campaign.

## Media > Marketing & Communications