

LEGOLAND Windsor

case study



Objectives:

- To launch Pirates Landing, LEGOLAND Windsor's new attraction for 2010
- Generate national, regional and consumer media coverage driving visitors to the park
- Create content and buzz through digital and social media channels

Creative & Activity:

- To celebrate the launch of Pirates Landing, we decided to have a crack at the Guinness World Record for the largest gathering of pirates in one place, to happen on the opening day of the park.
- Working with Guinness World Records, we set up the event, in which any families coming along in full pirate costume would get free access to the park. The record attempt was promoted in advance through national, regional, parenting, kids and online media. We even linked up with the British Fencing team to create authentic pirate imagery, and another angle for the media.
- To boost the campaign and provide content for social media, we also set up an online search for the world's greatest pirate joke, challenging people to submit their favourite via the LEGOLAND Windsor website, with links from the brand's Facebook page, and supported through Twitter.
- Alongside this activity, we ran a comprehensive media outreach campaign around the new Pirates Landing attraction, positioning the park as the ideal day out for families.

Results:

- More than 600 'pirates' gathered in full costume to be part of the GWR attempt. Video footage was taken and sold in to broadcast and social media. The footage appeared on BBC London Tonight, London Tonight, MSN, Orange.co.uk, TalkTalk, Virgin Media and TheMirror.co.uk
- Print coverage for the campaign included The Sun, The Times, Times Online, The Guardian, The Sun, The Daily Record, Independent on Sunday newspapers, along with numerous regional media and blogs.
- Total audience impacts for the pre and post event coverage topped 50 million.

www.threepipe.co.uk

**Enough about LEGOLAND Windsor,
can we talk about you?**

- Call Jim Hawker or Eddie May: 020 7632 4800
- Email us: tellmemore@threepipe.co.uk
- Meet us at our place in Covent Garden or wherever suits you.