

THE BRIEF

GENERATE 50,000 VISITOR GUIDE REQUESTS between January and April, 2012
FULFIL 50,000 FURTHER REQUESTS from peakdistrict.com and more LMG lead generation
PROVIDE LEAD GENERATION AND FULFILMENT for 10,000 Active Peak brochures
MAXIMISE THE BUDGET with both targeted lead generation and postal fulfilment
DRIVE WEB TRAFFIC TO WWW.PEAKDISTRICT.COM to promote local businesses
HEIGHTEN AWARENESS OF THE AREA despite the 2012 Jubilee and Olympic events



OUR SOLUTIONS

AUDIENCE IDENTIFICATION

This is one of the most beautiful and inspiring parts of the British Isles, an area of great natural beauty with spectacular landscapes. Boasting hundreds of fine hotels, great value guest houses, self catering cottages and camping sites makes it the ideal destination for young and old alike.

Ranging from couples looking for a quiet retreat to young families looking for a memorable, fun holiday – the ideal visitor demographic is indeed broad! But, an ideal match for LMG's 2.5 million UK households who make up our membership – reaching every demographic needed to boost our client's destination.



MEANINGFUL FOLLOW UP

- The renowned Catalink.com nurturing programme ensures continued communication with potential holidaymakers and maximises destination awareness:
- An email auto-receipt sent after each brochure request with further Peak District branding
- Continuous email Highlight featuring different aspects of Peak District



PROMOTIONAL TACTICS

- An enhanced page on Catalink.com and TravelBrochures.co.uk, enabling both brochure requests and direct link to the VP website
- Promotional features for a promotional video and links to the VP Facebook and Twitter pages
- The Peak District brochure featured on the front page of our white label partners' websites including The Telegraph, Teletext, ITV, Daybreak and Lorraine
- Emotive Catalink.com Front Page banner to raise brand awareness



RESULTS

All brochure requests fulfilled and leads generated **ON TIME AND ON BUDGET**

Email auto-receipt read by **62% OF RECIPIENTS**

5000 INSTANT CLICK THROUGHS to the Peak District website

"LMG provide good quality leads that contribute to our high ROI and cost effective distribution that saves us money"

David Thornton,
Head of Marketing & Deputy CEO