

PROJECT TITLE
National Trust
Great British Walks

999

CATEGORY
10. External communications

DBA DESIGN EFFECTIVENESS AWARDS 2014

DESIGN CONSULTANCY
999 Design Group

CLIENT COMPANY
National Trust

DATE OF ENTRY
5 July 2013

Getting Britain Walking



The Great British

Walk

 National Trust

In partnership with
 PRUHEALTH

PROJECT TITLE
National Trust
Great British Walks

CATEGORY
10 External communications

DESIGN CONSULTANCY
999 Design Group

CLIENT COMPANY
National Trust

DATE OF ENTRY
5 July 2013

“THE GREAT BRITISH WALK IS A CORNERSTONE OF OUR EFFORTS TO ESTABLISH THE TRUST AS AN OUTDOORS ORGANISATION IN THE MINDS OF OUR TARGET AUDIENCES. THIS IS IMPORTANT BECAUSE WE WANT PEOPLE TO UNDERSTAND THE BREADTH OF WHAT WE DO IN THE OUTDOORS AS PART OF OUR STRATEGIC DEVELOPMENT AS A BRAND.

THE CAMPAIGN HAS REALLY HELPED US TO DO THIS, **OUR TARGET FOR THE BRAND AWARENESS WAS EXCEEDED BY 200% AT ITS PEAK MAKING IT ONE OF THE BEST RECOGNISED ACTIVITIES IN RECENT YEARS.**

WE ALSO NEED THE CAMPAIGN TO EXPRESS OUR BRAND VALUES IN ORDER TO SHOW THAT WE ARE APPROACHABLE, WARM AND RELEVANT. THIS CAMPAIGN ABSOLUTELY ACHIEVED THIS FOR US!”

Andrew McLaughlin, Assistant Director, Communications, National Trust

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

EXECUTIVE SUMMARY

Getting the Great British public out and about

In May 2012 the National Trust approached 999 to create a distinct identity and promotional campaign for their annual Walking Festival the 'Great British Walk'.

The challenge was not only to create a compelling campaign that would get the British public on their feet, but to help fulfill the Trust's wider strategic priority of 'getting people out and about' and 'closer to nature'. Walking was identified as a key activity in shifting perceptions of the Trust – away from simply being custodians of stately homes and country piles – towards a provider of great outdoor experiences and thus increasing understanding and support for the vast array of outdoor spaces in their care.

2011 saw the Trust's first annual walking festival take place and with this as a foundation the ambition for 2012 was to create a more distinct brand for the event under the name the 'Great British Walk'.

To fit with the exuberant feel of a 'summer of celebration' and external events such as the Diamond Jubilee and London Olympics, we delivered a creative solution that portrayed the Great British Walk as a national celebration of the Great British countryside. Our newly invigorated suite of stand out materials successfully compelled a varied target audience to demonstrate their passion for the countryside by taking part in events nationwide, delivered through local properties *and* centralised activities.

Results to highlight:

- 1.09 Million participants took part in the Great British Walk, exceeding the target by 992,000 participants
- 399 Properties took part – far exceeding the target of 250 for 2012
- 276% increase on the target for actual walking events taking place
- 44% of properties saw an increase in visitors out walking at their property
- 46% of properties saw an increase in visitors taking part in outdoor-themed events at their property
- 30% of properties saw an increase in visitor numbers during the campaign
- 1,596% increase in number of participants on and offline compared to 2011

2012 TARGET
EXCEEDED BY
992,000
PARTICIPANTS

1,596%
INCREASE IN THE NUMBER
OF PARTICIPANTS ON AND
OFFLINE COMPARED TO 2011

276%
INCREASE ON
TARGET FOR EVENTS
TAKING PLACE

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

PROJECT OVERVIEW: SUMMARY OBJECTIVES

Outline of the project brief

The National Trust tasked 999 with producing a campaign that positioned themselves as a passionate champion of outdoor experiences and which created a more distinct brand for the event than in 2011, acting as a legacy for future years.

Moving on from its first year, the Great British Walk had even bigger ambitions and key targets it wanted to achieve:

- 100,000+ participants (online or offline)
- To get 250 host properties on board with the campaign
- To achieve 6% awareness on the brand tracker (an internal brand engagement tracking system used by the Trust)

Delivered through National Trust property events and activities at a local level and via centralized social media and online activity, the promotional campaign needed to encourage people to demonstrate their passion for the countryside by simply going for a walk – either on or off the Trust's land.

In order to also align with the National Trust's role of growing the nation's love of special places' we also needed to understand and express people's connections with their own special places and encourage them to share and recount their experiences.

Our key project objectives were:

- To **involve** more than 100,000 people in the festival (online or offline)
- To **position** the Trust as a passionate champion of outdoors experiences
- To **provide a legacy** that improves The Trusts 'walking offer' both on properties and online

PROJECT TITLE

**National Trust
Great British Walks**

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

PROJECT OVERVIEW: CLIENT BACKGROUND

The National Trust, a registered charity, is well known for the wide variety of properties in its care, ranging from large mansions with gardens, extensive grounds and treasured collections, through to small town houses and eclectic places including a gold mine, lighthouses and castles.

However, they also own more than 600,000 acres of beautiful countryside and 700 miles of breathtaking coastline and numerous nature reserves.

Back in 1895 'preserving outdoor spaces for everyone to enjoy' was one of the Trust's founding values and it remains as relevant today with 'getting outdoors and closer to nature' identified as one of the strategic priorities for 2011-2014. Walking has been identified as a key activity in helping to deliver this objective as well as an aid to shifting perceptions and raising the profile of widely accessible outdoor spaces.

As outdoors effectively could cover everything and anything without a roof, the campaign materials needed to express the diversity of the trust's outdoor offer – from parks and gardens, to open countryside, places of historic interest and coastal areas – expressing an appreciation of the natural world, in whatever form it may take.



A very broad overview of just some of the varied and beautiful outdoor places in the Trust's care

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

PROJECT OVERVIEW: MARKET BACKGROUND (2010 / 2012)

In a society that relies so heavily on machinery and public transport to get around, getting the British public on their feet and into the countryside would prove an interesting and challenging prospect for 999. In the UK the average distance travelled on foot by each person per year had decreased from 306 miles in 1975/76 to 221 miles in 2010. Of those who did walk 23% did so exclusively for utility purposes, widening our combat audience even more.

Past independent walking events such as Isle of White and Devon and Exmoor Walking Festivals, have seen positive results for exclusive areas, but with over 300 different National Trust sites and thousands of walking routes available, the scale of our target audience covered the depths and breadths of the British Isles, and our age range covered young children to the elderly. Designing a brand and campaign that could appeal to such a broad audience would prove pivotal in the success of The Great British Walk and the image of the National Trust that we wanted to create.

Along with Great British Walks comes the Great British Weather, and tackling the elements would also be a worthy fight in the creation of this campaign. **The annual rain fall for 2012 saw a whopping 14% increase on 2011 which had already made a muddy, disappointing year for the Trust. However, this made us more determined to show that more rain doesn't just have to mean being stuck indoors.**

2011 – 1166mm rain fall

<http://www.metoffice.gov.uk/climate/uk/2011/annual.html>

2012 – 1331mm rain fall

<http://www.metoffice.gov.uk/climate/uk/2012/annual.html>

A NEED
TO
OVERCOME...

A 27.7%
DECREASE

IN AVERAGE DISTANCE TRAVELLED ON
FOOT PER YEAR, PER PERSON, IN THE
LAST 35 YEARS

MOTHER
NATURE:

TOTAL 2012 RAINFALL WAS
THE HIGHEST ON RECORD
FROM THE LAST 5 YEARS

PROJECT TITLE

**National Trust
Great British Walks**

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

PROJECT OVERVIEW: MARKET BACKGROUND Cont'd

Another challenge for us was the wonderful and varied social calendar of 2012 that was inevitably competing for people's time, energy and enthusiasm. With the Olympics and the Diamond Jubilee Celebrations to name but a few, the country was inundated with 'invitations' to participate in special unique and highly varied social events. It was a concern that we could be met with 'fatigue' by the time our campaign launched and that it could be lost in a sea of celebration bunting.

It was therefore critical to strike the right balance between a feeling of 'celebrating' our countryside and enthusing a desire to take part in a very real and grounded personal walking experience with nature.

PROJECT LAUNCH DATE

September 2012

SIZE OF DESIGN BUDGET

£30K

- Budget was stretched further this year. The campaign budget has remained the same as 2011 but for the 2012 campaign, the targets and audiences have been more ambitious and the costs of marketing materials has increased due to three regional variations of the campaign collateral for the Great British Walk, the Great Welsh Walk (bilingual) and the Great NI Walk

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

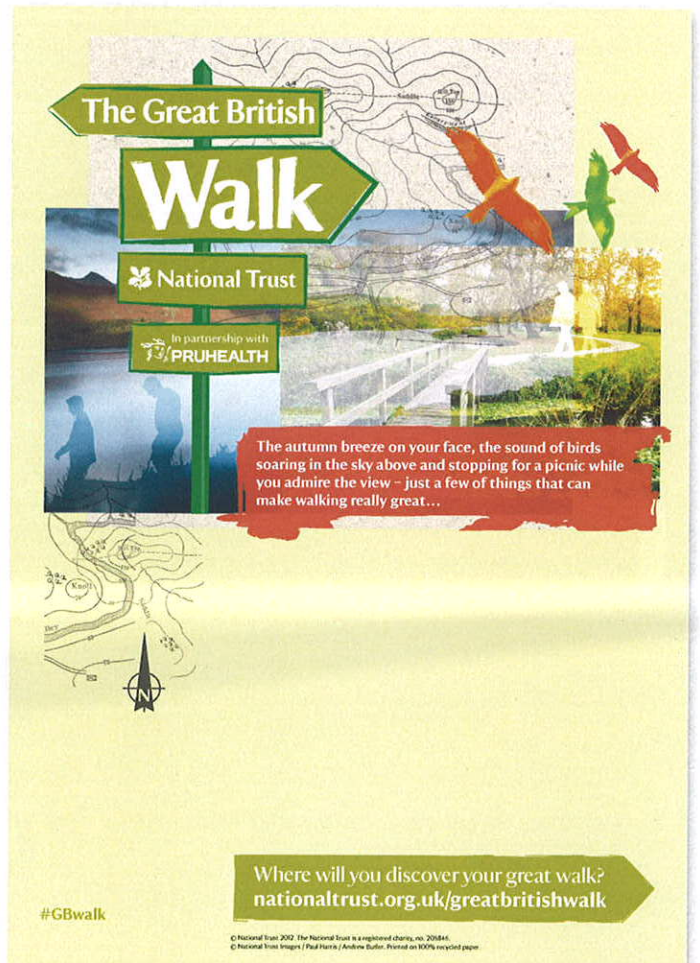
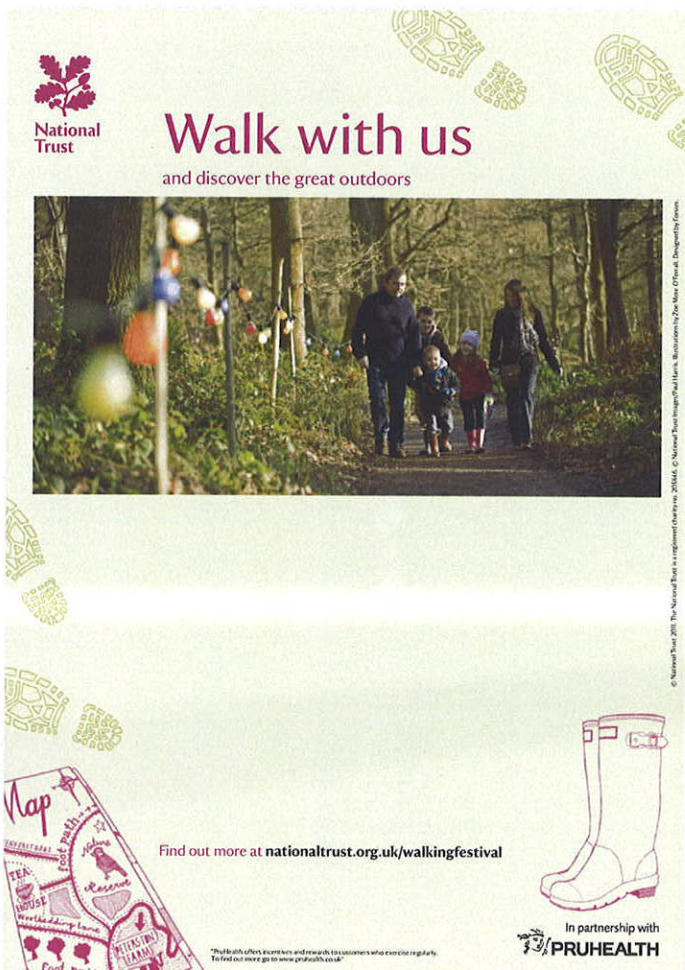
OUTLINE OF DESIGN SOLUTION: OUR APPROACH

What is it that makes walking great? It's what you discover along the way...

We wanted to produce a campaign that showed that walking isn't about being hidden inside a cagoule on a wet Sunday afternoon with soggy sandwiches, a compass and an indecipherable map – that it can be about uncovering the wonders of the great outdoors, experiencing breath taking views, splashing in puddles and exploring rock pools, feeling challenged mentally and physically and making memories with friends and family.

Ultimately, we wanted to show that walking isn't just about getting from A to B – it's about what you discover along the way.

Moving away from stereotypical views of walking, we based the identity and campaign on the idea of 'going your own way' creating a feeling of uncovering hidden gems, experiencing the beauty of the outdoors and creating memories.



2011 design

2012 design

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

OUTLINE OF DESIGN SOLUTION: FINAL OUTCOME

A signpost graphic was developed as the master event logo, giving stand out to the event name and also effectively encapsulating the hero sponsors identity – a simple and recognizable device that will be retained and built upon for future events. The beauty of our solution was in the flexibility to both embrace new future sponsor brands, and how it can adapt to work effectively for Northern Ireland and Wales.

Together with a highly visual montage style of imagery that shows the diversity of the trust's outdoor offer and most importantly evokes a sense of personal memories and collected experiences, the new visual identity appeals to a wide audience, from those looking for a fun family stroll to more adventurous trekkers.

We also considered:

- Creating a legacy – an identity to build upon in order to create a recognisable but relevant event for the future
- Providing a flexible kit of parts – for regional sites to use in their own marketing to help spread the word



The new logo works alongside imagery and tone of voice to express a sense of variety and discovery

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

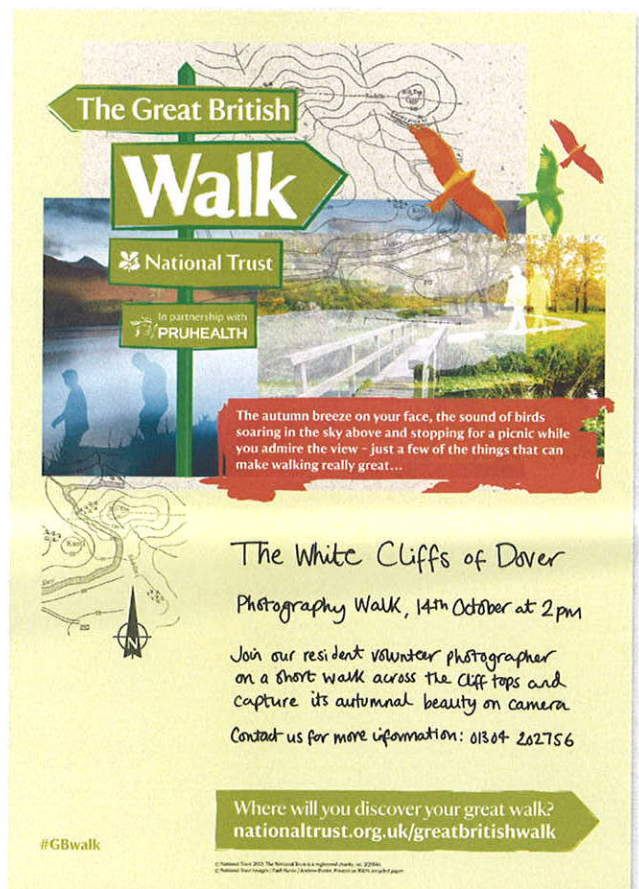
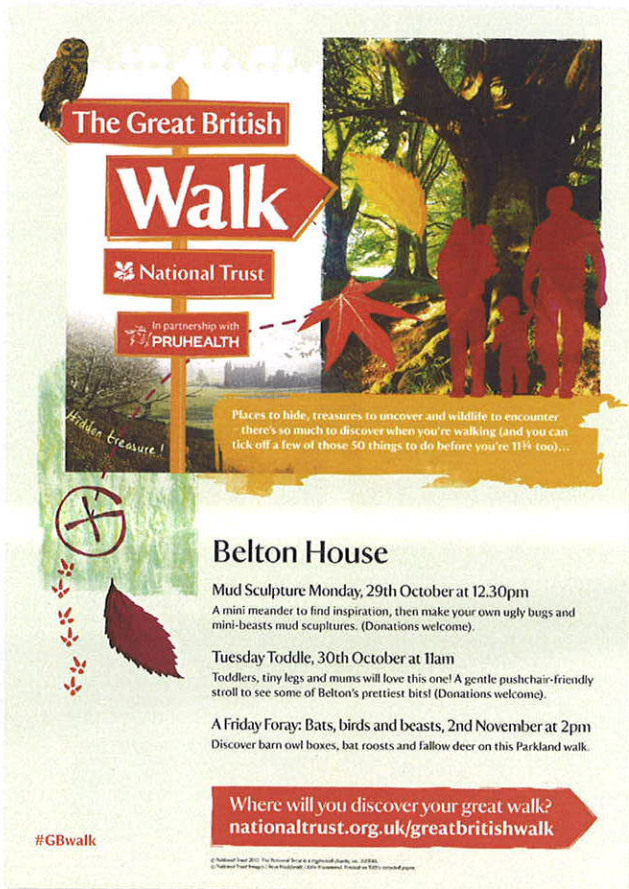
OUTLINE OF DESIGN SOLUTION: FINAL OUTCOME Cont'd

Key to the success and in order to ensure that we reached the widest possible audience ensuring the event felt relevant to the many different people we needed to engage, we created two versions of key promotional items.

One used imagery and a tone of voice much more relevant to a varied family audience, with specific focused activities for children. Another remained focused on an adult audience, but again aimed to break down perceptions that walking is only for 'serious fit walkers' by capturing activities such as more involved walks to a relaxed stroll along the coast or in the park – demonstrating there is something for everyone.

The montage visual approach gave the creative great flexibility across our communications, ensuring that all materials retained a distinctive feel – from posters and roadside banners, activity sheets and feedback forms, to small scale press adverts and bunting.

We then created a variety of master 'template' items for properties to customize at a local level. These retained the overarching identity but allowed properties to input their own event information and in some instances imagery.



Posters showing the family (left) and adult (right) variations of the creative

Properties were free to input their own event information into the templates

OUTLINE OF DESIGN SOLUTION: FINAL OUTCOME Cont'd

The Great British Walk

National Trust

In partnership with PRUHEALTH

Places to hide, treasures to uncover and wildlife to encounter – there's so much to discover when you're walking (and you can tick off a few of those 50 things to do before you're 11½ too)...

Share your great walk with us today at nationaltrust.org.uk/greatbritishwalk

#GBwalk

© National Trust 2012. The National Trust is a registered charity, no. 203846.
© National Trust Images / Alan Todd / iStockphoto.com

The Great NI Walk

National Trust

In partnership with PRUHEALTH

Places to hide, treasures to uncover and wildlife to encounter – there's so much to discover when you're walking (and you can tick off a few of those 50 things to do before you're 11½ too)...

Share your great walk with us today at nationaltrust.org.uk/greatNIwalk

© National Trust 2012. The National Trust is a registered charity, no. 203846.
© National Trust Images / Alan Todd / iStockphoto.com

Taith Wych Cymru

The Great Welsh Walk

National Trust

In partnership with PRUHEALTH

Places to hide, treasures to uncover and wildlife to encounter – there's so much to discover when you're walking (and you can tick off a few of those 50 things to do before you're 11½ too)...

Rhannwch eich taith wych gyda ni heddiw yn nationaltrust.org.uk/greatwelshwalk

© National Trust 2012. The National Trust is a registered charity, no. 203846.
© National Trust Images / Alan Todd / iStockphoto.com

The Great British Walk

National Trust

In partnership with PRUHEALTH

nationaltrust.org.uk/greatbritishwalk

#GBwalk

transportation to Australia, followed by an unaccompanied story of female

accompanied her father on The Lotty Tall Ship. Finally, he was joined by Dave

The Great British Walk

National Trust

In partnership with PRUHEALTH

Pumpkin Carving and Family Walk

A la Ronde, 31st October at 2 – 4pm

Bring a pumpkin to carve in our orchard and join Kate, our Community Ranger on a Halloween theme walk in the grounds of A la Ronde. This is a family friendly, free event. Numbers are limited. Tickets are available in advance by calling 01395 265514.

Where will you discover your great walk?
nationaltrust.org.uk/greatbritishwalk

#GBwalk

© National Trust 2012. The National Trust is a registered charity, no. 203846.
© National Trust Images / Alan Todd / iStockphoto.com

The New World Order
Brighton Festival
★★★★

Both Pinter and site-specific theat emerge as winners from Hydrocra deeply unsettling 75-minute piece played out in the dizzying heights dank depths of Brighton Town Ha takes its audience on a sinister jou from the oak-paneled council cha where the silky new minister of ce (Hugh Ross, superb throughout) i questioned by toothless journalis about his government's ruthless p to silence dissent, down into the l of the building where the dirty we carried out.

You begin by feeling defiant to the sinister guards who bark orde but end by staying nervously in li Ellie Jones's cunning production, logistical as well as an artistic tru takes five of Pinter's short politic written from the mid-1980s onwa and presents them within a fractu but entirely coherent framework. me," cries a small boy, holding ou hand as he is bundled away to alm certain death. We stand helples feeling increasingly gubby.

It's just one of many moments come back to haunt in an evening normality (the whistling postman delivering the ministry letters) is gradually replaced by urgent whi and sinister, distant screams.

Pieces such as One for the Road Mountain Language can seem rem from our world in a traditional the setting, but are suddenly visceral; becomes clear you are simply see your own world one step beyond the security measures demanded by the war on terror. The show doesn't solve the problem of why the audience is there, but it delivers a sharp reminder that democracy is a fragile thing.

Lyn Gardner
Until 29 May. Box office: 01273 709709.

Easy-going ... Martin Carthy

An overview of some of the promotional materials created, which included versions for English, Welsh and Northern Irish places, as well as advertising templates that could be customised at a local level and items such as flags and to support events on site

PROJECT TITLE
National Trust
Great British Walks

OUTLINE OF DESIGN SOLUTION: FINAL OUTCOME Cont'd

Of our solution, Julia Horne, Marketing Manager at the National Trust, says:

CATEGORY
10. External communications

"Our 2012 Great British Walks campaign needed to capture the imagination of a diverse audience as well as engaging a vast array of properties and outdoor places. 999 produced a creative direction and materials that portrayed a real celebration of the British countryside and felt inclusive to a whole host of different properties. The stand out visuals motivated more people than ever to get out walking and the promotional materials were embraced by far more properties than we had ever envisaged. In fact, the only request that came from properties in 2012 was that they wanted more!"

DESIGN CONSULTANCY
999 Design Group

CLIENT COMPANY
National Trust

DATE OF ENTRY
5 July 2013

The Great British Walk
 National Trust
 In partnership with PRUHEALTH

50 THINGS TO DO BEFORE YOU'RE 11 3/4

A wild walk
 Autumn is a great time to go on a wild walk - with places to hide, treasures to uncover and wildlife to encounter, there's so much to discover when you're walking (and you can tick off a few of those 50 things to do before you're 11 3/4 too)...

Thing 34 • Track wild animals
 Look carefully as you explore the outdoors, can you spot animal footprints in the mud?
 Top tip: Animal footprints are easier to find in fresh mud after it's been raining!

Thing 31 • Hunt for bugs
 Can you spot these autumnal minibeasts - hiding under leaves, stones and logs or sheltering on plants?
 Top tip: You're a giant compared to these little beasts so remember to be gentle and put them back where you found them!

Bird prints
 Which bird am I? Could my prints be a garden bird such as a sparrow or a webbed water bird such as a duck?

Hoof prints
 Whose prints am I? Could my hoof print be from a deer or perhaps from a sheep?

Paw prints
 Whose paw am I? Could my paw print be from a fox, a dog or even a badger?

Spiders...
 Scuttle along plants and on the ground, or sit quietly in webs waiting for their prey

Beetles...
 Are speedy insects, scurrying along the ground and hiding under leaves and bark

Snails...
 Carry their camouflaged home on their back and leave a slimy trail as they pass by

Thing 30 • Go on a nature walk at night
 Every night as you go to bed, nocturnal wildlife is waking up. If you dare, ask your grown-up to take you on a night time walk or join one of our events. What creatures of the night can you discover?

Bats
 Spot them swooping low at dusk; these clever night-time visitors use sonar ("echolocation") to silently catch their prey

Moths
 Nocturnal butterflies that are often drawn to light. Try using your torch to see their beautiful wings (look closely but please don't touch!)

Owls...
 Listen out for their eerie night calls. Can you hear the "shriek" of a Barn Owl or the "twit twoo" of a Tawny?

My wild findings...
 Draw, write or stick anything interesting you find on your walk here:
 What I found on my walk...

I've been on a wild walk!

Activity sheet and stickers designed to engage children in discovering nature while walking

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

SUMMARY OF RESULTS: PAGE 1

Resounding Success and Engagement levels –

Increase in participation

Our highly effective campaign got a staggering 1.09 million people walking across our beautiful UK countryside. Not only did we hit our target, but we exceeded it by motivating an additional 992,000 people to get involved and get walking outdoors!

- A staggering 1.09 Million participants took part in the Great British Walk
- Exceeding the target by 992,000 participants
- A phenomenal 1,596% increase on the 2011 Walking Festival campaign

The ambitious targets for the 2012 campaign were well and truly blown away.

At local properties and at a grass roots level:

We created a variety of master 'template' items for properties to customise at a local level. These retained the overarching identity but allowed properties to input their own event information and in some instances imagery. This ensured that the materials felt absolutely relevant to all places nationwide, ultimately encouraging uptake by properties and helping them to feel enthused and engaged with the campaign and promotion of the event as a whole.



AN INCREASE IN PARTICIPANTS
FROM 2011 AT AN INCREDIBLE:

1,596%

1.09M

PARTICIPANTS NATIONWIDE

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

SUMMARY OF RESULTS: PAGE 2

Our target was to get 250 properties participating. We well and truly exceeded this with 399 properties getting on board to support and deliver the campaign, a fantastic sense of achievement in motivating the teams at a grass roots level.

This is a 60% increase in properties actively participating in the campaign.

This also resulted in a huge increase in the actual walking events taking place. We overtook the target figure of 1,250 and achieved a whopping 4,700 events taking place across our beautiful land.

This is a huge 276% increase in the campaign target set for 2012.

In addition:

- 30% of properties saw an increase in visitor numbers during the campaign
- 44% of properties saw an increase in visitors out walking at their property
- 46% of properties saw an increase in visitors taking part in outdoor-themed events at their property

Online and on social media platforms

One of the core objectives of the initial brief was to engage with a wider audience than 2011 and to appeal to both existing National Trust supporters as well as non members who enjoy outdoor activity, whether through a Trust-led event or off Trust property. This added a new dimension to the event, and we created a new call to action for everyone to 'discover their great walk' as well as encouraging sharing of favourite walks and outdoor spaces through social media.

- 927,059 interactions with the Great British Walk website, an increase of 85% on target for 2012
- 12,736% increase in number of views to the Great British Walk website in comparison to 2011's Walking Festival campaign
- 26,544 social media interactions, exceeding the target of 3,000 by 784%

60%

INCREASE IN
PARTICIPATING
PROPERTIES

276%

INCREASE IN EVENTS
TAKING PLACE

12,736%

INCREASE IN NUMBER OF VIEWS
TO THE GREAT BRITISH WALK
WEBSITE COMPARED TO 2011

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

SUMMARY OF RESULTS: PAGE 3

Increase in brand awareness

Our objective was to achieve a 6% awareness target on the brand tracker (the internal brand engagement tracking system used by the Trust) to measure the resonance, recall and ultimate effectiveness of our new creative campaign.

We well and truly succeeded, reaching an impressive 18% during the peak aspect of the campaign but most impressive is the **engagement and recall among our family audience which reached a 23% awareness level**

A further endorsement is the 11% increase in line with the wider strategic objective to position the trust as a provider of outdoor experiences, coupled by the huge engagement increase online and through social media

- 11% increase in the awareness of the National Trust as a provider of outdoor experiences in comparison to the 2011 campaign
- 11% increase in uplift in participation of outdoor activities, exceeding the target of 10%
- 95% of National Trust visitors surveyed agree / strongly agree that the Trust provides good places to walk and would recommend them to others
- 63.3% of visitors rated walking or the walking event as 'very important' as their reason for visiting

Increase in sales

- £40,198 income generated from Great British Walk retail offers, an increase on £29,280 target by 37%

18%

AWARENESS OF THE GREAT BRITISH WALK CAMPAIGN

(IN COMPARISON TO THE TARGET OF 6% SET FOR 2012 AT PEAK)

11%

INCREASE IN AWARENESS OF THE TRUST AS A PROVIDER OF OUTDOOR EXPERIENCES

>40K

OF INCOME GENERATED FROM GREAT BRITISH WALK RELATED RETAIL OFFERS

PROJECT TITLE
**National Trust
Great British Walks**

CATEGORY
10. External communications

DESIGN CONSULTANCY
999 Design Group

CLIENT COMPANY
National Trust

DATE OF ENTRY
5 July 2013

SUMMARY OF RESULTS: PAGE 4

Visitor feedback

Results from the visitor feedback survey with a score of agree or strongly agree show that:

- 97% would recommend the walking event or walk they attended
- 70% of parents felt that the activity sheets encouraged their children to walk
- 96% felt that staff were friendly, helpful and motivated – showing high engagement levels

72% agreed they had a 'very enjoyable' experience. This figure is **11% higher than the national results survey for 2011** at 61.8%

72% AGREED THEY HAD
'A VERY ENJOYABLE EXPERIENCE'
(11% HIGHER THAN IN 2011)

97%
WOULD RECOMMEND
THE EVENT OR
WALK THAT THEY
ATTENDED

70%
OF PARENTS FELT
THE ACTIVITY SHEET
ENCOURAGED THEIR
CHILDREN TO WALK

PROJECT TITLE

National Trust
Great British Walks

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

SUMMARY OF RESULTS: PAGE 5

Staff feedback

99% of properties said they plan to participate again in 2013. We think this speaks for itself.

"We will be doing more walks and combining our local efforts – more family events based on the success of this year." Dunstable Downs

Hundreds of National Trust staff were surveyed across the regions to establish the true extent of their enthusiasm and feedback to the campaign approach and the materials produced. The highly positive results and sample quotes speak for themselves:

"Thank you for coming up with a campaign that is as inclusive to a countryside property as it is to a pay to enter. It has also been brilliant to be able to incorporate it into our existing offer by way of downloadable walks and an event already planned." North Cornwall

"The look of the various posters was great. The flags were absolutely fantastic for letting visitors know something was happening and to use as a meeting point for walks. The activity sheet and stickers were great too!" Attingham

"Practical collateral like bunting and feather flags that can be used to create an event atmosphere are really helpful and give the festival presence." Gibside

"It was fantastic to have this level of support." Bodium and Winchelsea

"I thought that the design was very good. I really like the activity sheets and stickers for kids – children always love getting a sticker!" North Cornwall

"The marketing materials were good quality and very effective!"
Queenswood Shop

"The promotional materials were fantastic!" Shaws Corner

99%

OF PROPERTIES PLAN TO
TAKE PART AGAIN IN 2013

PROJECT TITLE

**National Trust
Great British Walks**

CATEGORY

10. External communications

DESIGN CONSULTANCY

999 Design Group

CLIENT COMPANY

National Trust

DATE OF ENTRY

5 July 2013

OTHER INFLUENCING FACTORS

Media and advertising was undertaken locally by the regional communications teams using the Great British Walk regional press ad templates that we created and is comparable in relation to the approach for 2011 overall.

RESEARCH RESOURCES

- National Trust GB Walks Festival Final Education Report 2011/12
- National Trust GB Walks Festival Final Education Report 2012/13
- National Trust visitor reports
- Met Office - Annual Rainfall reports
- Department for Transport – Walking & Cycling statistics, 2011
- Physical Activity Statistics – British Heart Foundation, 2012

Aileen Geraghty

MANAGING DIRECTOR

aileen.geraghty@999design.com

Lisa Grace

SENIOR DESIGNER

lisa.grace@999design.com

London

124 Tabernacle Street

London EC2A 4SA

Phone +44 (0)20 7490 0184

www.999design.com