

Butlin's Raises Awareness By 30% Through Sponsoring Santa's Grotto

Butlin's

Customer

Butlin's (Redmandarin)

Location

Meadowhall, WestQuay,
Kingfisher

Industry

Tourism



Background

- Butlin's was founded in 1936 with the concept to create a week's family holiday package that would cost no more than an average weekly wage
- Synonymous for the Redcoats, today Butlin's continues to offer great value short breaks and has 1.5 million guests per year
- Redmandarin specialises in servicing predominantly international clients working with sponsorship across multiple territories

Venue

- Meadowhall (Sheffield) – one of the largest shopping centres in the UK
- WestQuay (Southampton) – based in the city centre, it hosts over 90 stores spread over three shopping levels
- Kingfisher (Redditch) - is a premier shopping destination just south of Birmingham

Mission

- Promote the Butlin's brand
- Increase short break bookings at 3 Butlin's resorts

Execution

- Sponsored Santa's Christmas Grotto
- The Butlin's sponsorship opportunity was recommended by SpaceandPeople - Redmandarin, Butlin's sponsorship consultancy, then developed an integrated campaign to bring the sponsorship to life

Results

- 30% were more aware of Butlin's offering
- Improvement in brand values associated with Butlin's (fun, friendly, entertaining, safe, modern, organised, affordable, exciting)
- 51% believed the sponsorship would have an impact on their consideration of Butlin's as a short-break or holiday destination

"We will look to capitalise on the success of the Christmas Grottos next year, by leveraging our unique position."

Marc Jones
Sales & Marketing Director
Butlin's