



- We created a multi-platform campaign to promote Longleat Safari Park’s **Winter Wonderland at Christmas** on Heart London.
- The aim of the promotion and activity was to generate excitement around Christmas at Longleat Safari Park, by specifically targeting families around the Christmas winter festivities, and educating listeners on the new Christmas attractions.
- We ran a breakfast promotion on Heart London with an Outside Broadcast live from Longleat on the last day of the competition with Jamie Theakston and Emma Bunton broadcasting live from the co-branded Heart Radio Bus.
- The campaign also featured Heart branding at Longleat for the month of December with additional promotional activity on the local Heart stations as well as a **Have A Heart Charity Day** on the Saturday.

### The results:

- The excitement generated during the Outside Broadcast was based on the strong content gathered the previous day by Jamie and the Heart team and the obvious enthusiasm Jamie and Emma had for being at Longleat. The content included Jamie feeding the lions and Jamie and Emma talking to Santa.
- Overall the campaign reached over 3.5 million listeners.