

Client

Ironbridge Gorge Museums Trust

TV Advertising & Marketing Campaigns



Orange Box Design successfully tendered to produce the Summer TV and Advertising Campaign based on the creation of the Ironbridge family. The first advert followed their great day out to Blists Hill Victorian Town, narrated by the young son, playing a tongue in cheek role reversal becoming the head of the family.

The Autumn and Winter campaign built upon the success of the Summer campaign which saw a 30% increase in visitor numbers, this time featuring Gran taking the family for a great day out to Enginuity, the hands on discovery centre.

The third campaign was specific to the Empty Nester market, and so featured Gran and Grandad coming back to enjoy the wide variety of sites within the gorge.

The TV campaigns were backed up with regional press adverts and a dedicated PR programme delivered by Harvest Creative in association with Orange Box Design.

A fourth TV advert was broadcast over the 2009 Ester holidays featuring the redevelopment at Blists Hill which helped secure the highest visitors numbers since 1988, which was their busiest year on record.



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www.ironbridge.org.uk

Ironbridge HERITAGE OF INDUSTRY
The IRONBRIDGE GORGE MUSEUMS
Ten amazing museums,
one beautiful valley



Ironbridge The IRONBRIDGE GORGE MUSEUMS
REBORN BY INDUSTRY Ten amazing museums, one beautiful valley

Enginuity
Hands-on Discovery Centre

A collage of four circular images showing children interacting with interactive displays and exhibits at the Enginuity Hands-on Discovery Centre. One child is touching a screen showing a blue robot, another is looking at a display, and two others are looking at a display with a red object.

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