

**THE NATIONAL TRUST**

**USED A**

**MAGIC POSTER**

**TO GET KIDS**

**PLAYING OUTSIDE**



**National  
Trust**



**Royal Mail**

MarketReach

# BACKGROUND

Only one in 10 UK children regularly play outdoors. The National Trust wanted to change this by getting kids out of their bedrooms, away from their computers and into the countryside.

To get members involved they needed to capture kids' and parents' imaginations, encourage adventure lovers to rekindle their love for nature and the outdoors all while breaking down misconceptions about The National Trust being stuffy and dull.



# SOLUTION

The National Trust launched a nationwide campaign '50 Things to do before you're 11¾', that worked to reintroduce families to mild peril adventures. They knew that getting the family up and out of the house can be fraught with negotiation; so the best activity ideas are often the ones kids suggest themselves. Using this insight they set about bringing one of the '50 Things' activities to life and targeted a very specific group of National Trust members: parents of children between five and 11¾.

It was vital that they chose an activity that kids would find awesome and that parents would be inspired by too. So they chose a night time walk. The walk was dramatised in a lasting way that only mail could deliver: a poster for a child's bedroom wall. But not just any poster: a magic one that, if the child peeked in the middle of the night, it came alive, just as nature does. A daytime scene with a hidden night time scene was painstakingly crafted. It contained all the amazing animals (that could only be seen at midnight) printed in phosphorescent ink. To make sure this night time image really jumped out and surprised once the lights were off, the team tracked down the very same ink the Highways Agency use to get things noticed at night.

Designed to be a talking point at bedtime, the kids were guaranteed to wake up ready for adventures the next morning.

With their appetites whetted; members and their children were driven to the full digital site to download the app and sign up for other "49 things to do before you are 11¾".



# RESULTS

The magic Night Safari poster drove engagement, app downloads and social mentions. All of which, ultimately, led to more time spent playing outside.

App downloads increased 11 times while site traffic increased and dwell time shot up from two minutes to seven.

The campaign saw a huge increase in discussion, with social mentions doubling; as one mum tweeted, “Loving the glow in the dark poster ...it’s been quite a talking point at bedtime”.

The most important result was happy, healthier children, with pleased parents gaining more from their National Trust membership.

The 90,000 children who signed up to the integrated “50 Things” campaign spent a combined total of 23 extra years playing outside. The long-term effect on retention is too early to see, but increased engagement with the National Trust should have a healthy financial benefit too.



Source: DMA Award Winner Bronze 2015