

# Museum & Leisure Attraction



Now in its 15th year, Eureka! is based in Halifax, West Yorkshire and was recently endorsed as the National Children's Museum by the MLA (Museums, Libraries & Archives Council). It aims to bring children and families together to inspire lifelong learning through play, in its modern 4,000m<sup>2</sup> purpose-built museum facility and three large listed buildings. Eureka! is an educational charity and receives no statutory funding.

“Eureka! hadn't tried TV advertising for over 10 years, due to the limited marketing budget available and the risk of allocating a large percentage of the marketing spend on one form of advertising. When I talked to David Gent Creative, they were able to work with a small budget to create a TV advertising campaign that produced tangible results. After 5 days advertising from the Emley Top transmitter, we surveyed visitors and found a 36% awareness of the TV advert. Over the following 10 days, we saw visitor numbers double over the previous year.”

*Rebekah Smith, Business Development & Marketing Director*

We always try to convey the point that, thanks to regional terrestrial transmission areas and a whole raft of digital channels dissipating the viewing audience across different broadcasting platforms, TV marketing is actually becoming more affordable for smaller advertisers. Especially as airtime prices haven't risen in real terms over the last decade, while lower programme ratings add up to cheaper advertising spots. That was what we told award-winning leisure attraction and educational charity, Eureka!, the museum for children. We pointed out that the Yorkshire TV split transmission area, served by the Emley Top station, covered its core catchment area and offered highly affordable airtime, coupled with the opportunity to advertise in top ITV1 programming.



Although their visitor numbers were healthy, the Eureka! marketing team felt that the museum was being overlooked by certain children and their parents, who believed it comprised merely boring exhibits. With more than 400 exciting interactive features, boring it is

not, so our brief was to project the fun and excitement of learning through play, appealing mainly to kids aged 6-12 and their families.

In consultation with Eureka!, we opted for a child's eye view and produced a 3D animated TV commercial, featuring a young female character whose looks and adventurous outlook reflected our target audience, plus popular museum 'alien' Orby. Keeping it in the family, young Niamh Clarke and her mother Fiona furnished the voice-overs, while the museum itself came up with the wistful nursery-style rhyme.

As you'll read above, the campaign was a tremendous success, in terms of both brand awareness and visitor numbers, especially as the entire budget, airtime and production, was just £25k. Small wonder further campaigns followed.

“The level of account management we received for the money spent was amazing. David Gent Creative immediately understood the type of advert and quality we wanted to achieve, then sourced and liaised with the appropriate production company. They are an excellent company to work with and made a complicated process feel very easy.”



**View the Eureka! commercial at [www.davidgent.com/television](http://www.davidgent.com/television)**