

CENTER PARCS

‘This Is Family’

Background

- On any given day 97% of rooms at Center Parcs are occupied – a real challenge for the brand when looking to further grow its revenue. Center Parcs’ solution was to increase the value of each customer and thus drive revenue without growth in penetration.

Idea

- After re-evaluating its media strategy and insight, Center Parcs discovered its advertising had the greatest impact on parents when seen in co-viewing moments with the whole family.
- In the modern fragmented media landscape, cinema continues to attract families by providing the perfect environment to escape and share in a quality experience together - an ideal moment for Center Parcs to tap into given it reflects its own proposition for families.
- The family cinema trip allowed Center Parcs to engage families and shift brand metrics in the long-term and by pairing it with PPC would also help cinema drive short-term sales.
- To maximise cinema’s capability as a performance channel, Center Parcs needed to increase its presence on the big screen by moving to an ‘always-on’ approach selecting efficient family focused films and upweighting budgets around key blockbusters including *Christopher Robin* and *Mary Poppins Returns*.

Results

- The cinema activity exceeded all expectations for Center Parcs, going above and beyond annual targets to register a 4.9% increase in revenue year-on-year.
- Moreover, cinema helped Center Parcs tackle its primary business challenge with the value of each customer visiting the holiday village increasing by 10%.
- As a result of the positive impact, Center Parcs increased its cinema investment by 25% in 2019 with the campaign duration doubling from four to eight months.



Campaign Details

Sector	Travel & Transport
Target Audience	Families
Package	Family AGP
Creative Agencies	VMLY&R
Media Agency	Hearts & Science
Duration	30-60"