

# *Redmandarin / Butlins*

## Santa's Grotto Sponsorship

**Objective:** Communicate brand values of fun & entertainment to target audience (mothers of young children), at holiday booking time of year

**Execution:** Grotto branding, Redcoats entertaining queues, balloons, stickers, holiday give-aways

**Venues:** Meadowhall (Sheffield), WestQuay (Southampton), Kingfisher (Redditch)



*“Meet the world’s most famous redcoat!”*

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### Results

*"We will look to capitalise on the success of the Christmas Grottos next year, by leveraging our unique position."*

Marc Jones, Butlins  
Sales & Marketing Director



Independent research showed:

- **30% were more aware** of what Butlins' offering
- **Improvement in brand values** associated with Butlins (fun, friendly, entertaining, safe, modern, organised, affordable, exciting)
- **51% believed** the sponsorship would have an **impact on their consideration of Butlins** as a short-break or holiday destination

The Butlins sponsorship opportunity was recommended by SpaceandPeople. Redmandarin, Butlins' sponsorship consultancy then developed an integrated campaign to bring the sponsorship to life.

