



# LAPLANDUK

- **The troublesome brief:** Born out of personal frustration at the lack of quality, magical Christmas experiences on offer for their own four children, LaplandUK was developed in 2006 by husband and wife team Mike and Alison Battle.
- In it's ninth year, LaplandUK's vision had been performing well and struck a chord with fellow parents. The business had consistently performed well, so well in fact that they were invited by the Crown Estate to open in their forest in Ascot in the build up to Christmas.
- While attendance was good, the brand felt there was significant opportunity to grow awareness of the event, more clearly differentiate themselves from any other UK competition, drive traffic to the website and ultimately optimise consumer visits and spend per head.



Over **400** pieces  
of coverage for  
LaplandUK in 2016

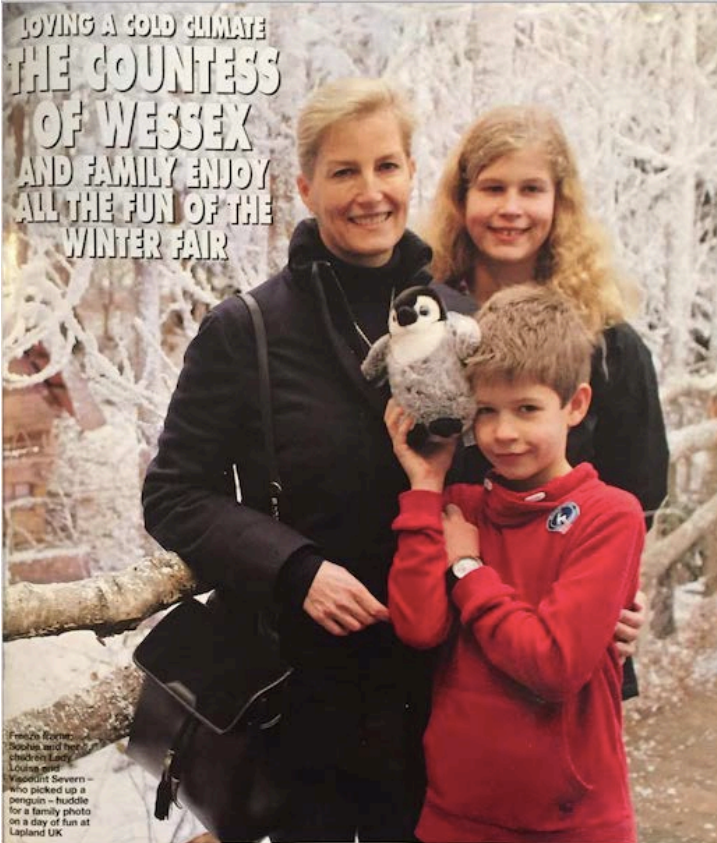
Featured **48**  
times by  
national  
publications  
(print & online)

Total news value: **£1.17M**,  
enough to buy **51,000** tickets to see  
Dreamgirls in the West End.

Total social reach: **48.3 Million**

- With only one month to plan and launch, the team set out on a brand awareness mission ensuring LaplandUK was in every national UK listing, reviewed by all travel and Christmas features and Mike and Alison were given profiling opportunities to tell their story.
- Talent attendees and influencers needed a sprinkling of fairy dust - previously the event had entertained a mix of reality TV and C-list celebrities securing low level media - Talker Tailor invited our best contacts: The families of Liv Tyler, the Beckhams, Elton John and David Furnish and the Royals attended as well as The Times, The Daily Telegraph and the London Evening Standard.
- **Over 400 pieces of coverage** across national, regional and digital platforms with a **48% increase in social followers** for LaplandUK in the space of three months
- TTTM has since been signed for a further 12 month contract to increase event attendance and help drive the brand forward into publishing, television production and merchandise.





**LOVING A COLD CLIMATE THE COUNTESS OF WESSEX AND FAMILY ENJOY ALL THE FUN OF THE WINTER FAIR**

French Riviera - Whoops, we've had a check-up. Lady Louise - Whoops, we've had a check-up. Viscountess - Whoops, we've had a check-up. Who picked up a peregrine - Whoops, we've had a check-up. Who picked up a peregrine - Whoops, we've had a check-up. Who picked up a peregrine - Whoops, we've had a check-up.

**HOT TICKET!**

**LAPLAND UK ASCOT**

Receive your elf passport and begin your magical journey into the heart of Lapland UK. Pet the huskies and reindeer, skate up a storm on the ice rink and even help Santa and his elves in the toy factory. For an especially festive Christmas Eve, join the Christmas Extravaganza on December 24, where an unlimited amount of sweets and some toys, too, will be included in the price. Order the little ones their personalised invitation from Father Christmas now! **AM**

VISIT WWW.LAPLANDUK.CO.UK

travelmail Daily Mail, Saturday, December 11, 2016

# Here we are in snowy Lapland, just off the M3 in Berkshire!

by Joanna Tweedy

**T**HE snow is deep and crisp and even, the air thick with the smell of gingerbread. Christmas tree lights twinkle as children slide and sled on a frozen circle of ice and, when we finally meet the man in red, he's so darn believable, I find myself a little moist of eye at the magic of it all.

The gingerbread woodland, where elves dance, Mother Christmas looks and roasts the North Pole. Gifts are just off the belt to the north.

For the past three years, Lapland UK has opened its doors to the north of the M3, just off the M3, in the heart of the woods near Ascot, in faux snow and gingerbread woodland (also, well, Father Christmas's workshop).

It's not hard to imagine my two little boys and Cleo, my eldest, who's nearly 10, and Belle, my youngest, who's nearly 4, who've been to the workshop, sharp enough to sing Rudolph's song.

The format is polished; there's an air of Disney magic about the place. Until Christmas Eve, thousands of families will come here, but there's no queue.

A luxury welcome tent sees visitors chaperoned to groups through the gingerbread woodland and a half-hour experience through the gingerbread woodland, including a gingerbread-making session in a cosy cabin and skating on a frozen lake.

For the kids, there are elf costumes, a three and a half hour experience through the gingerbread woodland, including a gingerbread-making session in a cosy cabin and skating on a frozen lake.

The elves are very, very busy. The elves are very, very busy. The elves are very, very busy. The elves are very, very busy. The elves are very, very busy.

**TRAVEL FACTS**  
LAPLAND UK (Ascot) can be reached by train from London Paddington to Ascot, with a 10-minute walk to the site. Prices from £75.50 to £300, under ones go free.

Mylene Klass @myleylovesme Following

Turns out, I've been reeeally good. 🙄 @laplanduk

Daily Mail Celebrity 21 December 2016 at 19:01

Now they're BECK together

**Victoria Beckham and David Beckham take the kids to Lapland UK**

The close-knit family looked in great spirits as they took time out from their hectic schedules to spend some quality time together at the festive location on...

DAILYMAIL.CO.UK

10 things to make a note of this week...

**n.b**

Plan ahead Season's outings

**Lapland UK**  
Who needs the Arctic Circle? Treat your family to a magical trip to Santa's crib in Biggleswade where they'll get their passport stamped before a journey through the forest to make toys, decorate gingerbread, meet huskies and reindeer, and enjoy a personalised meeting with the big man himself.

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**MY HAVEN - FATHER CHRISTMAS**

The sleigh-riding legend welcomes us into the office at his toy workshop

**1 MRS CHRISTMAS**  
This is Mother Christmas. She's the one who's in the kitchen, the one who's in the kitchen, the one who's in the kitchen. She's the one who's in the kitchen, the one who's in the kitchen, the one who's in the kitchen.

**2 AN ELF IS BORN**  
Not many people know this, but there's a secret elf on the loose. He's the one who's in the kitchen, the one who's in the kitchen, the one who's in the kitchen.

**3 GLOBAL STAR**  
I received letters from all over the world. I received letters from all over the world. I received letters from all over the world.

**4 HOLY POLY**  
I received letters from all over the world. I received letters from all over the world. I received letters from all over the world.

**5 EYE PADS FOR ALL**  
This is the day that we get the eye pads. This is the day that we get the eye pads. This is the day that we get the eye pads.

**6 CHIMNEY POTTY**  
Some are the days of getting the chimney pots. Some are the days of getting the chimney pots. Some are the days of getting the chimney pots.

**INSIDE**

**UP THE CHEEK!**  
Enjoy the new Josiphan Creek whoopi! says Alan Davies. It's the spookiest yet - and it might be the last.

**MY, HOW THEY'VE GROWN!**  
Yes, those really are the Outrambrined ones, who've grown up! It's getting up to the new Christmas special.

**CHRISTMAS TV GUIDE**  
Don't forget you have TWO brilliant magazines today, with unbeatable TV listings covering Christmas and all the way into the New Year.

**FABULOUS COOKERY**  
Glorious ham, roast pork with a splash of - Tim Hortons serves up delicious dishes for an alternative Christmas lunch.

**UNWRAPPED** If you were lucky enough to be given all the gifts in The Twelve Days of Christmas you'd have 364 in total