

RHS

RHS Flower Shows - Chelsea, Hampton Court and Tatton Park

Background

Ideas has managed the marketing for the Royal Horticultural Show's three flagship events since 2004. This includes the world renowned Chelsea Flower Show, the Hampton Court Palace Flower Show (the world's largest annual flower show) and the RHS Flower Show at Tatton Park.

Ideas develop a creative identity for each show, plan and buy the media and then implement an above and below the line visitor campaign for each of the shows. The media selection includes radio, national press and magazine advertising, inserts, door drops, posters, EDM, direct mail, field marketing, outdoor, and on-site signage.

Strategy

The objective is to achieve 158,000 advanced ticket sales for Chelsea, 165,000 for Hampton and 105,000 for Tatton. The campaign targets four key groups within a 60 minute drive time of the show:

Members of the RHS who have visited the show in the past

Members of the RHS that have never visited the show

Past visitors who are not RHS members

Those with an interest in gardening

The shows need to be communicated as a great day out/social event as well as somewhere you can be inspired by stunning floral displays, plants and show gardens.

Creative Execution

Chelsea

For the last three years, Ideas have commissioned an artist to draw a selected flower to be used as the identity for the show. Such a unique piece of art reflects the calibre and stature of the show.

Hampton and Tatton

Whilst maintaining the RHS brand, each show needs to reflect its own unique characteristics. Each year, strong identities are created to communicate the experience of visiting the shows. It is essential that the creative works well across all communications, including the on-site signage.

RHS Chelsea 2007

THE RHS, THE UK'S LEADING GARDENING CHARITY

CHELSEA
RHS FLOWER SHOW 2007

22nd - 26th MAY

Open to Members 22nd - 23rd Open to all 24th - 25th & 26th
CALL 0870 906 3781
WWW.RHS.ORG.UK/FLOWERSHOWS

Designed by David Haines

Ticket Hotline 0870 247 1227
or visit www.rhs.org.uk/flowershows

VISITOR INFORMATION
The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event.

UNDERGROUND BUS
The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event.

PARKING
The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event.

CHILDREN
The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event.

NEW! CATWALKS
The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event. The RHS Flower Show is a family friendly event.

RHS Chelsea Flower Show 2007
22nd - 26th MAY

A row of six smaller posters for the Chelsea Flower Show 2007, each featuring a different flower variety.

RHS Tatton 2007

Indulge yourself at the RHS Flower Show at Tatton Park with a deliciously created picnic hamper for two, to enjoy at your leisure in the beautiful surroundings of this spectacular flower show.

TICKET HOTLINE 0870 842 2245
or visit www.rhs.org.uk/flowershows

THE RHS, THE UK'S LEADING GARDENING CHARITY

RHS FLOWER SHOW TATTON PARK
18th-22nd JULY 2007

For people who love their gardens

For people who love their gardens

RHS FLOWER SHOW TATTON PARK
18th-22nd JULY 2007
Open to all 18th-22nd
CALL 0870 842 2219
WWW.RHS.ORG.UK/FLOWERSHOWS

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RHS Hampton Court Palace 2007

Indulge yourself at the Hampton Court Palace Flower Show with a deliciously created picnic hamper for two, to enjoy at your leisure in the beautiful surroundings of this spectacular flower show and palace.

TICKET HOTLINE 0870 842 2227
or visit www.rhs.org.uk/flowershows

THE RHS, THE UK'S LEADING GARDENING CHARITY

HAMPTON COURT PALACE FLOWER SHOW
3rd - 8th JULY 2007
Open to all 3rd - 8th
CALL 0870 842 2224
WWW.RHS.ORG.UK/FLOWERSHOWS

WELCOME
VIP/HOSPITALITY GUESTS & WHEELCHAIR ENTRANCE

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