

Case Study

Woburn Safari Park



Project: PR planning and media outreach

Woburn Safari Park is a drive through safari park nestled in over 300 acres of beautiful Bedfordshire parkland. Visitors to the park can drive through exhibits, which contain species such as southern white rhino, elephants, tigers and black bears.

The Brief

Secure high quality monthly media coverage to increase footfall to the Park.



Activities

Annual PR planning

PR campaign management across seasons, awareness days, events and news

Organisation of press visits with key tourism, family and regional media and bloggers

Management of photo and video-led stories

Promotion of fundraising partnerships

Alignment of PR with advertising

Crisis communications – on call for the client

Successes

Since Woburn started working with Rose Media Group in 2015, they've had the highest footfall of visitors since opening in 1975, with PR quoted as a key contributing factor.

RMG is positioned as a long term PR partner, providing professional communication counsel to the management team.

In 2020, during the COVID-19 pandemic, we announced "Five lion cubs take their first steps outside at Woburn Safari Park" who were born during lockdown – within a 48 hour period, we secured over 200 pieces of coverage – a record!

“The extensive media coverage secured and reported monthly is excellent and has made such an impact to the Park. It's great to be working with such a passionate and dedicated company who are delivering for us so consistently.”

Drew Mullin

General Manager



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