

MarketingWeek

National Trust launches “Bonus Time” initiative

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National Trust is launching a new advertising campaign under the banner “Bonus Time” that will tie-up with an initiative to open its doors for free to everyone on a weekend in March.



National Trust - Ashdown House

The charity plans a “spring gift to the nation” on 20 and 21 March and will offer people the opportunity to download a voucher from the Trust website that they can use for entry to properties and car parks.

The accompanying Bonus Time press and outdoor advertising has been developed by MBA.

The Trust has been overhauling its operations to shed an outdated perception of what it offers. It has revamped its Oak Leaf emblem with the help of Wolff Olins and is pursuing a policy of delivering a more “hands on” experiences in its houses.

Last year the Trust’s marketing came under the strapline “Time well spent.” Chairman Simon Jenkins explained today (10 February) that although the Trust was expecting a tough 2009 due to the recession, it had a “sensational year.”

“People did find staying at home and going to things the National Trust runs an answer to something they were looking for. We were perfectly positioned to answer this sort of need.”

The Trust is also pursuing a sustainability agenda with a pledge to cut fossil fuel use at its properties by 50% by 2020.