



Entrant company name: **Stripe Communications with The London Dungeon**

Entry title: **The London Dungeon: Wonka Worker**

Category: **Travel, Transport or Tourism Campaign**

Brief, objectives and budget:

The brief from the London Dungeon is to deliver consistent top tier media cut through in national and international press to drive awareness and intention to visit in the competitive travel and tourism space. Budget was limited for large stunts and/or partnerships. With the direction being- 'play on cultural moments to drive more bang for our buck'.

Total activation budget including agency fee was £10,399.

The Idea, research and planning:

The team is always on the lookout for opportunities to join a trending conversation authentically for the London Dungeon.

Then, in March 2024, an amazing one arrived. The whole world downed tools and focused on the viral car crash disaster that was Glasgow's Willy's Chocolate Experience and on March 3rd Felicia Dawkins was unveiled as the face behind The Unknown's mask, and we knew we had to join the conversation.

Famous for providing (actually good) immersive entertainment, the London Dungeon was a natural fit– and we immediately agreed on the idea to harness the viral moment by approaching the character The Unknown and signing her up to perform at the London Dungeon for the Easter half-term.

Time was of the essence– with the team acting fast to secure and announce the partnership. And snap her up before anyone else did. However, safeguarding was also of extreme importance. Felicia (The Unknown) at the time was a 16-year-old, with no previous media exposure, so it was important that we offered a fair and competitive fee for her time and support with media training. From idea to announce– the initial partnership release and accompanying content was turned around in a week.

We also knew we had a second bite of the apple coming over Easter when Felicia did her residency at the attraction. And worked to ensure we harnessed this, driving additional interest and pick up in the key trading period by offering media interviews, pushing out a fresh release reminding people she was visiting– all with the clear CTA, buy your tickets now!

Strategy, creativity and innovation:

News hijacking big cultural moments works well for London Dungeon. As a brand with a distinct tongue in cheek tone of voice joining / building on ongoing conversations in the media helps to; overcome push back from journalists of the brand being too commercial and allows us to play into the sense of humour of our key demographic (16-30 year olds and young families).

The Unknown (or Wonka Worker) partnership was a perfect example of the above strategy a viral story that very few brands could join and own authentically.

The style of event, London Dungeon's trademark (and well established) humorous approach to the news with media, and Felicia's genuine desire to become an actor and love of immersive theatre, meant that the idea fit perfectly. Creating a natural place for the brand at the heart of the story– and working to elongate its life and feed the voracious media appetite for more news around the Willy Wonka Experience.

Delivery/implementation of tactics:

For delivery we kept it simple, fast and low cost. The only expenses being talent fee, travel and accommodation and one content capture. Part 1– The announce consisted of a release announcing the partnership issued to the world's media, supported by a piece to camera filmed on Felicia's iPhone for media to use introducing herself as the Dungeon's latest signing for summer and an image of her holding the mask alongside her. Again, via iPhone in her bedroom.

Content was also used for social media– both on hers and the attractions to further drive awareness.

The team built lists of all journalists writing about the Willy Wonka fiasco and systematically reached out to drive write-ups of our addition to the viral moment.

And carefully managed the all-important talent relationship at the heart of the campaign to ensure Felicia was well prepped for all media interviews.

Part 2– The Easter residency was an opportunity to reignite the story and drive additional interest and ticket sales. To ensure this, in the two weeks leading up to and across her residency, we:

- Crafted a clear itinerary of activities for Felicia’s three-day visit to London. Ensuring that alongside media interviews she had a fulfilling schedule of training with the London Dungeon’s amazing team of actors to help prepare for her shows, but also to support her overall dream of becoming an actor.
- Sent out a listings release, and call out to media– reminding the public they could see The Unknown perform in person this Easter, and offering out media tickets / interviews with both Felicia and London Dungeon spokespeople talking about the residency
- Held a shoot the morning she arrived in London to capture subtly branded imagery of her outside the attraction and in training session to accompany the media release, as well as pieces to camera talking about what she was going to be doing that weekend with the London Dungeon.
- Captured multiple pieces of social content to promote the residency on owned channels and Felicia’s own.

Measurement, evaluation and impact:

The announcement drove 200+ hits globally within 2 days, including Rolling Stone, NME, ITV News, Heart, Independent, Metro, Mail Online, Mirror, The Sun and Sky News.

We went on to secure a second round of media hits when The Unknown trained at the London Dungeon and performed for guests, including a New York Times feature piece and a Vanity Fair write-up.

We have also seen two additional organic spikes in coverage on natural anniversaries of the moment– without the need for team time.

Meaning the total coverage for the campaign now sits at 302 pieces in total.

Some additional stats:

- 11% of overall coverage landed internationally in the US and Canada– hitting all important tourists
- The 302 earned pieces in media drove over 800,000,000 opportunities to see
- The period March 13th-24th that aligns with the partnership announcement saw a 26% increase in website traffic to London Dungeon, and a 20% increase in sales
- Social content created for part 2 (the residency) was incredibly successful. With one post being the 6th best performing of all time.
- Total spend = £10,399- £7,000 fee, £3,399 expenses

The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.