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The forest is your playground in Center Parcs' new advertising campaign

Center Parcs has unveiled a new TV advertisement as part of its broader marketing campaign celebrating the forest as an immersive playground. The new 50-second TV commercial launched on the 21st December on the company's Facebook channel, before featuring on TV from 23rd December.

The new campaign, which will run until March 2017, builds on the success of last year's "Bears" campaign encouraging families to "Get Together Again". Created by leading advertising agency Brothers & Sisters, the TV commercial showcases the acres of forest at Center Parcs and shows how the forest is a

fantastic playground for families.

Using the well-known children's game of consequences, the advert follows a family of four through the forest telling a story. Starting as all good stories do with "once upon a time", the imaginative tale builds between mum and dad, son and daughter each sharing different lines. The characters from their imaginative story, including a robot and a forest whale amongst others magically spring to life around them as the story builds.

Colin Whaley, Sales and Marketing Director at Center Parcs commented, "Our research shows that in modern life, parents rarely get the chance to get on the same level as their children and give them undivided attention. This new campaign shows how through imaginative play and simply using the things around you such as the forest and nature, you can be together as family.

"We want to inspire people to carve out family time in daily life. So many of our guests come back time after time and tell us we are a great place to truly get together and enjoy being a family."

The characters in the advertisement were designed by Hollywood concept artists from Electric Theatre Collective (ETC) who have worked on movies for the likes of Marvel. The characters took over three months to develop, with painstaking detail to ensure they fitted naturally in the forest environment. The piece took 1,200 hours of animation outside of the time spent modelling each of the characters.

To find out more, please visit www.centerparcs.co.uk

Notes to Editors

1. Center Parcs has five Villages across the UK; Sherwood Forest in Nottinghamshire, Elveden Forest in Suffolk, Longleat Forest in Wiltshire, Whinfell Forest in Cumbria and Woburn Forest in Bedfordshire
2. As the leader in the UK short break holiday market, Center Parcs regularly achieves average annual occupancy in excess of 97%
3. Center Parcs offers weekend, (Friday to Monday) or midweek (Monday to Friday) breaks and welcomes over 2 million guests

- each year, with 96% of guests expressing an intention to return
4. The Center Parcs concept is to provide a range of high quality accommodation, shops, restaurants and exceptional leisure facilities, carefully nestled amongst 400 acres of protected forest environment
 5. This concept originated in Holland in 1967, with the first UK Center Parcs opening in 1987. Center Parcs is now a separate entity in the UK
 6. Center Parcs has been awarded the following accolades since 2008: the Green Business Award for Biodiversity Protection, Quality in Tourism 5 Star Rating, Hospitality Assured, Biodiversity Benchmark - Land Management, Carbon Trust Standard, Good Spa Guide Award, ISO14001, Investors in People

Contacts



Simon Kay

Press Contact

Head of PR

press.office@centerparcs.co.uk

01623 821600



Emily Beaumont

Press Contact

PR Executive

press.office@centerparcs.co.uk

01623 821600