

Corporate Communications

Ordnance Survey (OS)

Point of sale campaign

Ordnance Survey teamed up with English Heritage and the History Channel through sponsoring their 'Britain's Finest' television programme that highlighted the country's top 50 historic destinations to build awareness and encourage people to get out there and enjoy the many historical attractions.

To maximise on this coverage, Ordnance Survey appointed Bang to develop a campaign for use throughout all outlets selling their maps offering free days out to many of the televised attractions when maps were purchased.

Bang developed a visual framework based on polaroids of the various historic attractions that was flexible enough to work across a wide range of point of sale materials including posters, shelf wobblers, leaflets, leaflet dispensers, table talkers, signage, along with print and online advertising, instructional materials for the outlets – all of which had to work within the Ordnance Survey identity and be endorsed, equally, by English Heritage and the History Channel.

The campaign is still running and appears at this stage to be well ahead of forecast.



Joint promotion with the History Channel and English Heritage
Britain's top 50 historic destinations

