



## **Merlin Entertainments Group Appoints Tug to Market Its LEGOLAND® Discovery Centres Through an International Search Campaign**

**Global visitor attraction to drive tickets sales for venues in US, Germany and  
UK**

Date: November 2009

Merlin Entertainments Group, the global visitor attraction operator, has appointed search marketing agency Tug to manage a multilingual online search campaign for its LEGOLAND® Discovery Centres.

LEGOLAND® Discovery Centres have become one of the most popular indoor attractions for families with children aged 3-12. With its foundations built on the global phenomenon of LEGO the LEGOLAND® Discovery Centres take visitors on a journey through a colourful and creative LEGO world, combining interaction, family fun and learning.

There are currently three venues situated in major cities in the US (Chicago), Germany (Berlin & Duisburg), with a planned roll out of Manchester and Dallas in 2010.

Tug has been appointed exclusively to roll out a multi-lingual search engine marketing campaign using its expertise in international SEO and PPC. It will be working with Merlin Entertainments Group to target families in the German, US and UK markets by improving brand awareness and driving ticket sales.

Rob Smith, Marketing Director of LEGOLAND® Discovery Centres said:

“As more parents go online to search for exciting and fun days out for their families we need to extend our reach and make it easy for people to find us online. Tug was the natural choice for managing this international campaign due to their great work for The Dungeons, one of our other leading global visitor attractions.”

Nick Beck, Managing Director of Tug said:

“I am thrilled that Merlin has appointed us to manage the great LEGOLAND® Discovery Centres brand online. It's testament to our talented team of integrated online media experts. Merlin recognises the importance of good multi-lingual SEM skills which includes a knowledge of the market and the ability to communicate with customers in their own language.”

### **About Tug**

Tug is a search engine marketing agency, providing expert strategic consultancy, campaign planning and management for major brands including: Wonderbra, Dairy Crest, Findus, 118800 and more. Tug's services provide an online marketing programme that builds brands, generates new media opportunities and improves lead generation. Its search marketing team provides expertise in pay per click campaigns, organic SEO and social media optimisation.

[www.tugsearch.co.uk](http://www.tugsearch.co.uk)