



Merlin Entertainments Group Appoints Tug To Manage Its International SEM Campaign For The Dungeons

Leading global attraction to improve brand awareness and ticket sales in UK and Europe

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Merlin Entertainments Group, the global visitor attraction operator behind some of the World's leading attractions, has appointed digital media agency Tug to manage its online campaign for The Dungeons.

Merlin Entertainments Group, the World's second largest visitor attraction operator, with brands such as LEGOLAND, Chessington World of Adventures and Zoo, and Madame Tussauds among its portfolio, will be working with Tug to increase revenue across its Dungeons venues in UK cities (London, Edinburgh and York) as well as The Dungeons in Hamburg and Amsterdam.

Tug will initially be optimising the Dungeon's new websites in the first steps to improve natural traffic volumes. The new sites are scheduled to go live in December 09. Tug will then roll out an SEO and PPC campaign across the five venue sites. The campaign will focus on driving sales through its online channel on lower attendance days while reducing promotional activity for busier days. Prime audiences will be people who live within a 2 hour drive of the Dungeons venues.

Caroline Hepworth of Merlin Entertainments Group said: "The Dungeons continue to be one of Europe's most visited attractions since The London Dungeon first opened its doors to the public in 1975. We want to make it easy for people to find us online when searching for exciting days out but also manage the flow of visitors to our venues. Tug will be using its expertise in leisure industry digital marketing as well as knowledge of the UK and European markets to help us achieve this."

Nick Beck, Managing Director of Tug said: "This is a very exciting project. Merlin Entertainments has developed the Dungeons into an established and recognised brand. The team at Merlin understand the importance of digital marketing to help drive sales and target markets. They have given us a very specific brief and we are looking forward to working with them over the coming months."

About Tug

Tug is a full service digital media agency, providing expert strategic consultancy, campaign planning and management for major brands including: Sony Ericsson, Wonderbra, Dairy Crest, Findus, 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, affiliate programmes and social media optimisation.

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