

HIGH STREET SAFARI

Spring 2021



MONSTERHERO SAFARI 2020

Trails and Retail

High street experiences had been flourishing like never before, people were being (and can again) drawn into their town and city centres not just to shop but to interact, enjoy, learn and play. Before the crisis, trails, hunts and events had taken towns and cities across the country by storm, bringing in huge numbers of visitors.

MonsterHero Safari was created to give families a safe reason to go back into their local centres after the first lockdown while also raising money for NHS Charities Together. It also had the added bonus of improving children's mental health by given them a fun reason to get out of the house and walking the trails.

The project proved so popular among those who played, that High Street Safari was born to keep the momentum going with two more free-to-play Safaris for Halloween and Christmas 2020. While participation won't be at pre-covid levels for some time these trails have proven very popular and are very pleased to be able to continue with a host of new experiences coming this year.

A Trail with Family Appeal

Our family Safaris are story trails specifically designed for families with a range of children's ages in mind. We are also very excited to be launching our first trail aimed at adults this spring with a love themed quiz trail.

In the family Safaris simplest form, young children will be able to excitedly spot the colourful and unique characters along the trails and older children will enjoy the interactive elements of the QR enabled window displays and story.

Families simply scan a poster or any trail stop character with a smartphone - without the need to download any apps or register.



Zombat, MonsterVillains Halloween Trail
[<< Click to see him burst to life](#)

Spring Campaigns

Due to the success of the first Safaris we're keeping the best elements and adding some new features to make it even more of an attractive experience for families and couples. The main features of the trails are:

Free for the public to play - voluntary charity donations only where requested by host.

Animations - with our family trails we will be animating them so children will be able to see the characters burst to life when they scan them.

Digital Prizes - family trails give out a free e-prize even if families are unable to complete the trail.

Sensational Selfies - players will be able to take unique selfies at each stop with the trail characters or accessories.

Selfie Storybooks - we are now including a new feature in our Easter trail that lets families take selfies as they do the trail and then upload them to be part of the prize storybook (see Easter trail for more info.)

Real Prizes - we're now including real national prizes for all participating locations, giving even more incentive for participation.

Weatherproof Artwork - as well as the standard window sticker packs we are now able to offer, for a small extra cost, printed correx trail artworks so the trail can be displayed anywhere indoors or outdoors.

ALL THREE SPRING TRAILS ARE AVAILABLE TO RUN AT ANY TIME IN **APRIL-JUNE** AND CAN RUN FOR UP TO 4 WEEKS, SIMULTANEOUSLY OR ONE AFTER THE OTHER.



The Easter Bunny
Mr Finniebaker's Easter Factory Trail



Dr Cupid
Dr Cupid's Couples Trail



Harlequin
The Secret Carnival Family Trail

Mr Finniebaker's Easter Factory Trail

A free-to-play, Easter trail where families will be given 10 locations to visit and find woodland characters that work in Mr Finniebaker's Easter factory. Each location will feature a 30cm trail sticker and instructions for special selfies that families need to take. Families need to practice their acting skills when taking the selfies with instructions like 'look surprised' or 'look amazed' and these are then embedded directly into the final storybook prize.

The final ebook prize tells the story of what happens when Mr Finniebaker gives your family a video tour of his factory, and (as you can see overleaf) each page incorporates the selfies directly into the story - a beautiful keepsake from their day out that they will also have the option of ordering as a printed book.

Families will also be able to enter a national competition to **win a Nintendo Switch** when they complete the trail (one family is guaranteed to win). The winner will be picked at random from all entrants from all participating locations.



MR. FINNIEBAKER'S
EASTER FACTORY
TRAIL

FREE, CONTACTLESS & OUTDOORS

WIN!
NINTENDO SWITCH
UP FOR GRABS
SEE WEBSITE FOR FULL TERMS

DUNDALK BUSINESS
IMPROVEMENT
DISTRICT
WHERE GREAT THINGS HAPPEN

SCAN FOR MORE INFO

HIDDEN AROUND THESE PARTS ARE 10 SPECIAL EASTER FACTORY CHARACTERS TO FIND.
SCAN QR CODES TO COLLECT DIGITAL STAMPS. TAKE SPECIAL SELFIES AND THEN SEE THEM APPEAR IN YOUR OWN,
PERSONALISED, FREE STORYBOOK WITH YOUR FAMILY IN THE STARRING ROLES.
GO TO OUR WEBSITE TO START YOUR FREE, CONTACTLESS, OUTDOOR FAMILY ADVENTURE.

EASTERFACTORYTRAIL.COM

TAKE SELFIES TO STAR IN YOUR OWN EBOOK!



Dr Cupid's (romantic and definitely not antagonistic) Couples Trail

Dr Cupid is our first trail aimed at adults and we're very excited to be able to bring it to you.

In this trail couples will be tasked with visiting 10 romantic-themed locations (where possible) and answering Mr & Mrs type questions. At the end they'll be given a love chart to see how they've scored.

Optional Upgrade

As part of this trail we're giving hosts the option to upgrade, by paying a small extra fee, to be part of a national competition to win £5,000. To select a winner the 10 trail stops will be picked out of a hat, in a random order, once the trail has concluded. Whichever player completed the trail first nationally, in that order, will win the prize.



Q3. If you and your partner had to get matching tattoos what would your partner pick?

DUNDALK BUSINESS IMPROVEMENT DISTRICT
WHERE GREAT THINGS HAPPEN

Proudly Present

Dr Cupid's *romantic and definitely not antagonistic*
Couples Trail

WIN £5,000
To spend on your loved one... probably
SEE WEBSITE FOR FULL DETAILS

Want to rekindle your romance?
See if she's the one?
Test if that bloke you've lived with for years actually knows anything about you?

Find out on this make-out or break-up trail!
Visit each of the 10 romantic locations nearby to scan the QR codes, take selfies and answer funny questions. Finally tally your results and decide your partner's fate...

Go to our website to start our free, contactless, outdoor trail.

SCAN FOR MORE INFO

DrCupidTrail.com

The Secret Carnival Family Trail

A free-to-play, carnival-themed trail where families will be given 10 locations to visit and spot secret carnival characters.

Character Hunts

Each location will feature a main 30cm trail sticker that indicates the character is nearby with this message:

"Look around with a careful eye, this character is hiding quite close by..."

There is then a small 'secret' character hidden somewhere in the nearby window/vicinity for children to hunt down. This will make it even more fun, but not too hard, to do.

They'll also be guided to take 'scene selfies' like 'look amazed' or 'look happy' for the prize...

Selfie Storybooks

Families will be able to create their very own personalised e-storybook at the end that features their own 'scene' selfies from the trail.

Prize Draw

Families will be able to enter a national competition to **win a Nintendo Switch** when they complete the trail (one family is guaranteed to win). The winner will be picked at random from all entrants from all participating locations.



Safety

Safety may still be a major concern with any event. For the Safaris, we are confident that they can be played in a very safe and responsible manner. Players will likely be in family or small groups and will not need to necessarily enter any buildings to play. All the trail character decals give families space to interact with them one group at a time.

Venues

When choosing Safari character venues please remember that they will need public facing windows with clear accessible space in front for families to gather.

Venues won't need to be open during the Safari but you will need to be able to access the venue to install the decal on the interior of the window. This can be anything with an inside glass front, like a notice board if lockable. Venues themselves can come from any sector but we suggest, when possible, that you choose those most vulnerable at the moment like independent and charity retail, public and cultural buildings.

The Safari venues can be located wherever you wish in your area. We recommend that you place them all within walking distance of each other for a single day out or in at least 2-3 walking distance groups so the safari could be done over several trips. It's a good idea to plot the walking route in Google maps to see how long it would take.

Outdoor Trails

We can now provide outdoor aluminium printed trail artworks that include tie holes so that they can zip-locked or screwed into any outdoor location. As long as the location is accessible this means the trail stops can be placed virtually anywhere like a tree, a stake in the ground or a lamppost.



As an Activity Officer for a Heritage Lottery funded park I would fully recommend High Street Safari. The trails they put together are themed depending on the time of year and are not something we would be able to produce in house, everything is created for you including a marketing package.

With the COVID-19 pandemic limiting what activities we could hold in our park in 2020 High Street Safari's QR trails were ideal. The participants get everything they need from the website and use smartphones to scan the QR codes which bring the trail characters to life, this is particularly engaging for our tech savvy generation of children and lowers the risk of COVID-19 as there is no sharing or touching of materials.

The first trail we put on in October 2020 had 414 unique family users take part!

I have found the company very easy to work with, flexible in their approach and open to ideas and suggestions, we look forward to using their trails in 2021.

Hayley Clear, Houghton Hall Park Activity Officer

How it Works for Hosts

What We Do:

- Provide all the decals with QR Codes
- Set up your bespoke trail, including a map
- Set up all the systems, including donations where requested, which will identify every location on every trail individually
- Show your trail on our website
- Run a national marketing campaign
- Give you a Marketing Toolkit, specially developed for the trail
- Send you a weekly report on the number of people using the trail

What You Do:

- Decide where you want to put up the 10 trail decals within your area
- Give us the list so we can create a map
- Promote the event by using the Marketing Toolkit locally



Marketing Channels

We now have the resources to launch a much larger budget marketing campaign pre-launch and will be advertising the Safaris on Facebook & Instagram.

Each host location team will be provided with a Marketing Pack which will include launch information, social media handles, content post examples, creative assets and a media release.

Pre-launch Marketing

- Dedicated Website setup
- Facebook, Twitter, Instagram and LinkedIn accounts with regular curated content posted
- E-flyers sent out to national database
- Event listings created on all national listing sources
- Branded video teaser trailer

Launch Marketing

- High Street Safari website maintained and updated with new content
- Newsletter created for dissemination by hosts
- Facebook/Instagram and Twitter advertising

Post-launch Marketing

- Update and maintain website, newsletters, Facebook/Instagram and Twitter advertising focussing on testimonials
- Create testimonial 'family day out' type video

Print

- Decals with QR Codes produced
- Traditional print media such as flyers will be designed for local branding and use along with advertising in relevant local publications
- We will work with media partners and will issue news stories to specifically target the national press and cultural & arts based publications



www.highstreetsafari.com

 [@HighStSafari](https://twitter.com/HighStSafari)

  [@HighStreetSafari](https://www.instagram.com/HighStreetSafari)

How it Works A Trail with a Difference

We create trails with a difference, these is a fully-realised events, with characters that you engage with and a story that you can enjoy long afterwards. This isn't just a trail - it's a simple but immersive experience.

1 Step One - Begin Trail

Families go to one of the posters, or any trail stop character, with a smartphone. They are then taken to a map of 'sightings' for their location. Where requested, a notification can appear on players' phones asking them to make a donation, if they can, to support charity.

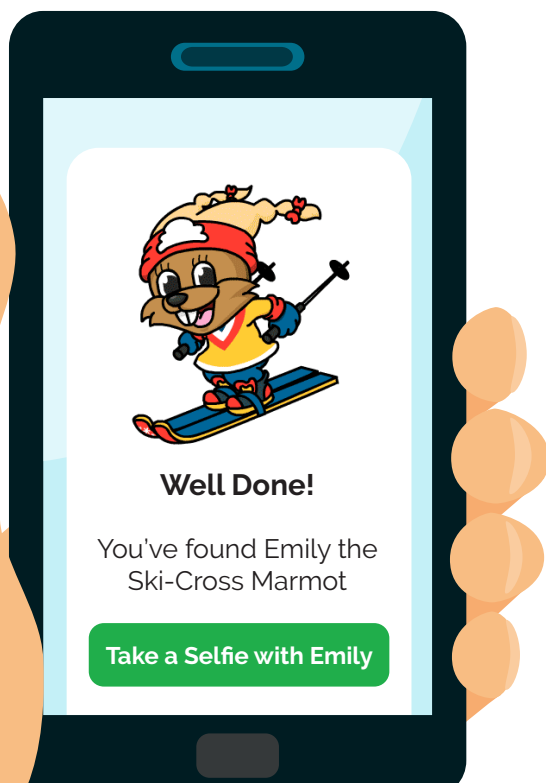


2

Step Two - Scan & Selfies

Families visit the sighting locations and search for the characters which are represented via QR code enabled interior vinyl window stickers.

- Families tap the characters on the window from outside to 'collect' digital stamps of the unique characters.
- The characters burst to life with animations and families can take selfies with them.
- Families are also directly to take 'scene selfies' with actions like 'look amazing' or 'look scared' for the selfie storybook e-prize.



Emily the Ski-Cross Marmot
**Click to see her come to life
& take a selfie with her! >>**

3

Step Three - Create Selfie Storybook

When families have visited all trail locations they get the opportunity to upload their 'scene selfies' from each stop and create their very own, personalised storybook that features all of the characters from the trail and themselves! They will also be given the opportunity to order print copies as beautiful keepsakes from their day out.



Costs

We aim to make the Safaris as cost effective as possible and still be able to offer them **completely free-to-play to the public**. If you have multiple locations we can offer further discounts.

Hosts will be able to **choose a local charity or cause** to raise money for if they wish at no extra cost.

The pack consists of the following

- A press release
- Social media assets including Facebook event header, Facebook post image, Instagram, Twitter and generic imagery.
- Website event copy example
- **5 Branded** printed A1 QR enabled posters
- **50 Branded** printed A4 QR enabled posters
- OR **25 Branded** printed A3 QR enabled posters
- **Branded** digital print-ready A5 QR enabled flyers
- **Branded** map page
- **Branded** teaser video trailer
- 10 QR code enabled 30cm circular window vinyls

Mr Finniebaker's Easter Factory Trail **Pack £450**

The Secret Carnival Family Trail **Pack £450**

Dr Cupid's Couples Trail **Pack £450**

Multibuy & Small Places Discounts Available

Upgrade Dr Cupid's Couples Trail to include the **£5k give-away** for +£200

Upgrade any trail to outdoor **Correx Printed Signs** for +£10 per character

Our Guarantee

If you're unable to run any booked trail due to a local or national lockdown we will offer, **at no extra cost**, to delay the launch or switch completely to a future trail.

CITY DRESSING

MAKING PLACES GREAT

Making a Splash!

We've partnered with City Dressing to be able to offer a range of outdoor media solutions as optional additions to promoting trails and increasing participation.

Please get in touch us if you'd like us to put you in contact with City Dressing.

Graphics



1800mm x 900mm fabric railing banner

£55



300mm x 300mm floor graphic

£4.50



Large 500mm x 500mm window graphic

£14

Towers



1200mm high correx tower

Wrap around the bottom of a lamp column

£28



1800mm high solid tower

Free standing

£350



3000mm high fabric tower

Free standing

£550



1500mm high life size dibond cutouts

£95

Contact

Please contact the project coordinator, Stephen Blackwell on:

Tel: 07735 125180

E: info@highstreetsafari.com

[Application Form >>](#)