



MONSTER HERE SAFAR[®] 20 20

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 more free-to-play trails. As restrictions are eased participation has steadily been increasing and over 40k families have now enjoyed our trails.

A Trail with Family Appeal

Our family trails are story trails specifically designed for families with a range of children's ages in mind.

In the family trails 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.

To play, families simply scan a poster or any trail character with a smartphone - without the need to download any apps or register at all.



Talking **Points**

These are the features that make our trails such a unique experience for families:

It's Free! - Player's don't need to pay anything to play along. Voluntary charity collections are possible where requested by the host.

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

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

Sensational Selfies - players will be able to take unique selfies at each stop from within the vehicles.

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.

Bespoke Characters - it's very cheap to add an extra trail stop character, or a set of them, based on a local theme. This gives the trail a local connection and makes it even more exciting to spot.

TREASURE TRAIL

A FREE, CONTACTLESS FAMILY ADVENTURE

TAKE PART IN A GLOBE-TROTTING VOYAGE, SOLVE A MYSTERY AND FIND THE LOST TREASURE.

HIDDEN AROUND THESE PARTS ARE 10 STEAMTABULOUS VEHICLES TO FIND. SIMPLY SCAN THE QR CODES TO COLLECT DIGITAL STAMPS, LEARN THE STORY AND TAKE SELFIES.

GO TO OUR WEBSITE TO START YOUR FREE FAMILY , ADVENTURE.

> YOUR LOCATION, JULY 1ST - AUGUST 15TH

BEPUZZLEDTRAIL.COM

SCAN FOR I





The Bepuzzled Treasure Trail

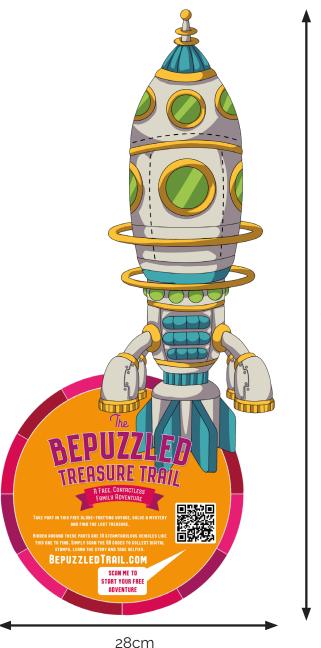
Ollie the fox and Izzy the bunny are on an epic, puzzling treasure hunt. Their search is taking them all over the world and they're inviting you to trek along with them. Step onto each of the amazing vehicles that they travel in and solve another clue to help them find the prize.

A free-to-play, adventure trail where families will be given 10 locations to visit and find the fantastically weird and wonderful vehicles there.

Each location will feature a large 60cm x 28cm trail window vinyl with a unique QR code to scan. Once scanned, families will be given instructions on how to play, how to take their selfies and where the rest of the artworks are.

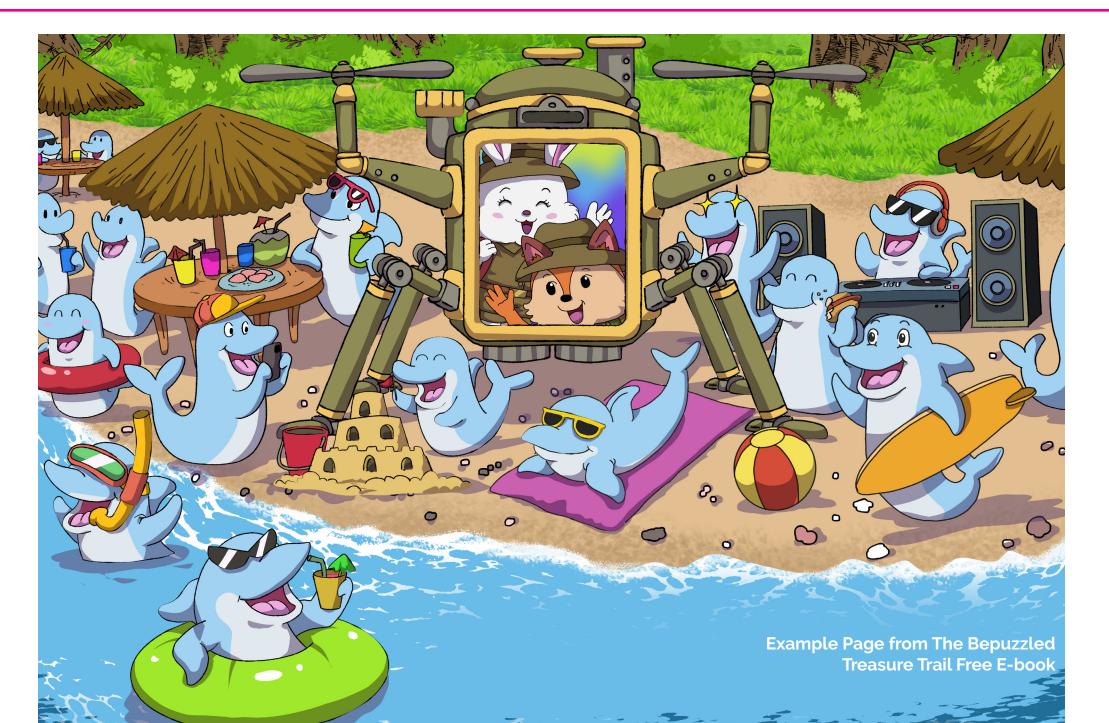
Families can take fun selfies from within the vehicles for a hilarious keepsake.

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.



60cm





Safety

Safety may still be a major concern with any event. For the trails, 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 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 trail 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 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 trail 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 report on the number of people using the trail including a breakdown of each trail stop and daily visit figures

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 locally using the Marketing Toolkit



Marketing Channels

We now the resources to launch a much larger budget marketing campaign prelaunch and will be advertising the trails 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

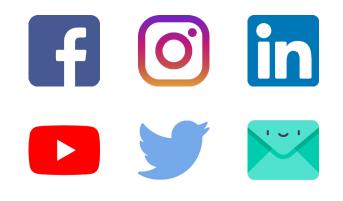
- · High Street Safari website maintained and updated with new content
- Newsletter created for dissemination by hosts
- Facebook/Instagram and Twitter advertising

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
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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.



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.



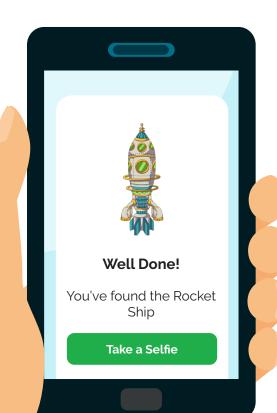


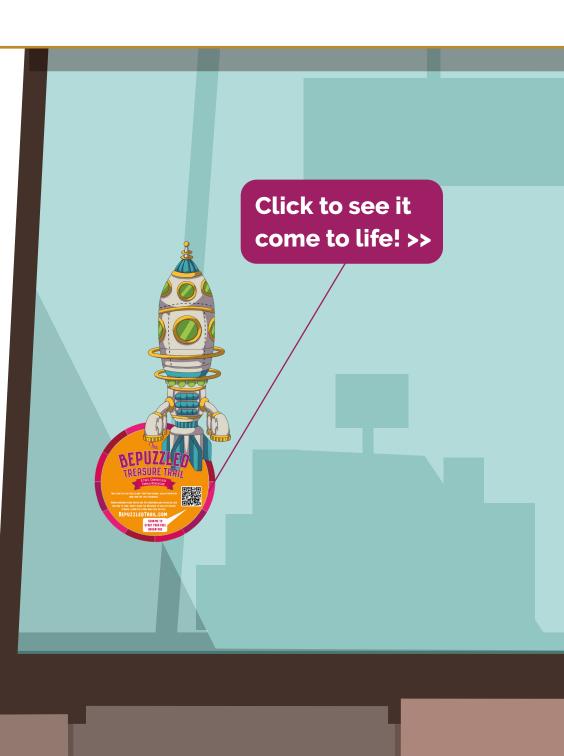
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Step Two - Scan & Selfies

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 vehicles.
- The characters burst to life with animations and families can take selfies with them.
- Families will also have great fun trying to solve the riddles at each stop, with the answer's coming into play in the ebook.





Step Three - Download Free Storybook

When families have visited all trail locations they can then download their free copy of our specially created ebook which concludes the story fo the Bepuzzled Treasure Hunt.



Costs

We aim to make the trails 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
- OR 250 Branded digital print-ready A5 QR enabled flyers
- Branded map page
- Branded teaser video trailer
- 10 QR code enabled window vinyls

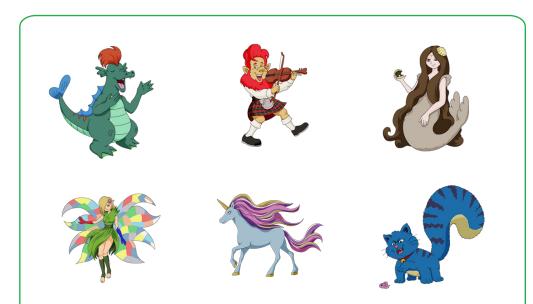
The Bepuzzled Treasure Trail Pack £450

Multibuy & Small Places Discounts Available

Upgrade add a bespoke character based on a local them for only £95 per characters or £80 if you order more than 5.
Upgrade any trail to outdoor Correx Printed Signs for +£10 per stop

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.



Case Study: Inverness BID

As part of our Christmas 2020 trail 'The Christmas Spirits' Inverness BID asked us to create a set of bespoke characters based on local legends. The results were amazingly well received and gave the trail a local connection for players.



Making a Splash!

We also 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 to know more.

Towers



1200mm high correx tower

Wrap around the bottom of a lamp column

£28

Graphics



1800mm x 900mm fabric railing banner

£55



1800mm high solid tower

Free standing

£350



300mm x 300mm floor graphic

£4.50



3000mm high fabric tower

Free standing

£550



Large 500mm x 500mm window graphic

£14





£95



Contact

Please contact the project coordinator, Stephen Blackwell on:

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Application Form >>