

HIGH STREET SAFARI

Autumn-Winter 2021



Trails and Retail

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

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 50k 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, children will be able to excitedly spot the colourful and unique characters in the vinyl window displays, listen along to the immersive stories and excitedly open the characters in augmented reality to see them come to life.

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.

Augmented Reality - with our family trails we create lifelike 3D models of the characters that the children can interact with them in AR and to see them burst to life right in front of 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 a local 'host' character to the trail such as a local figure or famous connection. This gives the trail a local connection and makes it even more exciting to spot.



Wolverhampton used their wolf ambassador as a 'host' character on the last trail and even ran a competition to name him.



Take Families on a Magical Mexican Folk Art Inspired Journey

Available from Oct 11th for up to 8 weeks

Yolanda is visiting family in Mexico when she wanders into an artist's studio by mistake, but one wrong turn leads to another and she soon finds herself in the strange magical world of the alebrije. With help from 10 of the colourful creatures she finds there, she will find the answers she'd looking for and a way back home.

A free-to-play, adventure trail where families will be given 10 locations to visit and find the fantastic and colourful creatures that live there.

Each location will feature a large 40cm x 28cm trail window vinyl with a unique QR code to scan. Once scanned, families will be given instructions on how to play, the area map and a link to see the character in augmented reality where hilarious selfie opportunities abound! Once the trail is completed families will be able download the conclusion to the story as a free, illustrated ebook.

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.

Check me
out in AR! >>
*from a smartphone



'Hipólito' is one of the characters that can found on the trail and seen in AR.



Santa Needs



A Christmas adventure that combines a magical story, AR interaction and 'Pop Idol' style voting!

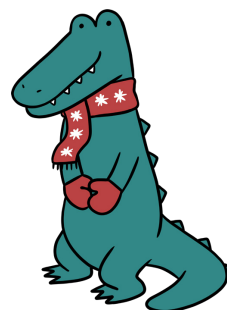
Available from Nov 15th for up to 8 weeks

There's a spot on Santa's sleigh team this year and it's open to the whole of the animal kingdom. Can you help Santa decide who's going to fly with them?

A free-to-play, Christmas trail where families will be given 10 locations to visit and find the festively cute creatures that are vying to fly with the jolly man himself.

Each location will feature a large 40cm x 28cm trail window vinyl with a unique QR code to scan. Once scanned, families will be given instructions on how to play, the area map and a link to see the character in augmented reality where hilarious selfie opportunities abound! Once the trail is completed families will be able to vote on who they think should win the spot in Santa's team and then download the conclusion to the story as a free, illustrated ebook.

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.



**Check me
out in AR! >>**

*from a smartphone

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 have the resources to launch a much larger budget marketing campaign pre-launch 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](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 are 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 custom digital map for their location where they can find the characters.

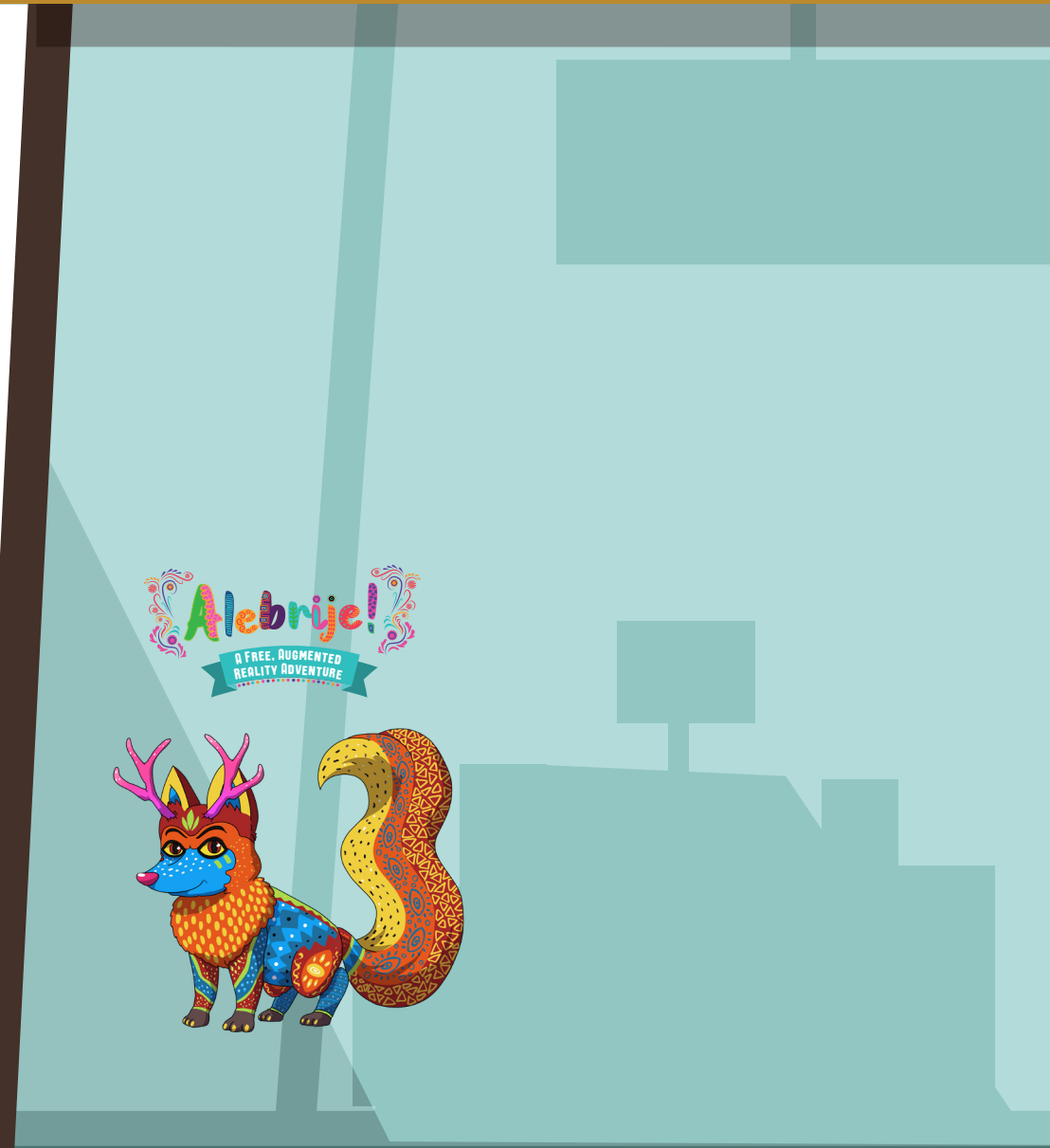
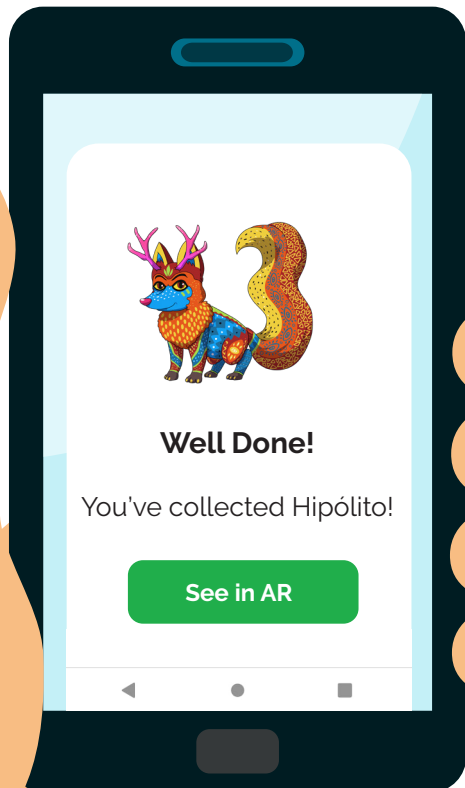


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Step Two - Scan & Selfies

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.
- Families will also have great fun reading the story, riddles or jokes at each stop, with the answer's coming into play in the ebook.



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Step Three - Open in Augmented Reality

Once collected, families can then open the character in AR and see them burst to life right on the street in front of them. This invariably brings yelps of joy and perfect for selfie opportunities.

Try it out by
clicking on
the image >>

*only works from a smartphone



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Step Four - 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.



Example pages from a previous prize e-book

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
- 10 QR code enabled window vinyls
- 10 AR 3D modelled and animated characters

Augmented Reality Trail **Packs £549**

Upgrade - *add a bespoke host character based on a local theme for only £150 per illustrated character or £350 for an illustrated and full augmented reality character*

Upgrade - *print any trail stop on an outdoor **Correx Sign** 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.

Making a Splash!

Take awareness of the event to the next level with physical marketing materials. We can 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.

Graphics



1800mm x 900mm fabric railing banner
Est. £55



300mm x 300mm floor graphic
Est. £15



Large 500mm x 500mm window graphic
Est. £14

Towers



1200mm high correx tower
Wrap around the bottom of a lamp column
Est. £28



1800mm high solid tower
Free standing
Est. £350



3000mm high fabric tower
Free standing
Est. £550



1500mm high life size dibond cutouts
Est. £95

Contact

Please contact the project coordinator, Stephen Blackwell on:

Tel: 07735 125180

E: info@highstreetsafari.com

[Application Form >>](#)