

Intrepid Explorers take Discover Holiday Parks in a new creative direction

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by [HANNAH BLACKISTON](#)

In a significant shift from its traditional campaigns, Discovery Holiday Parks is relying on the imagination and curiosity of children for its latest push, which turns family holidays into explorations.

With only children featuring in the ad, and filmed with a small crew, the resulting footage was created organically, allowing the team to follow the whims of the child explorers as they embarked on their adventures.

Intrepid Explorers is a new take on the traditional holiday park campaign, and is narrated by a young girl reading a poem. The 45-second ad will air in cinemas and form part of a summer digital campaign series.

Authenticity was the aim of the campaign, rather than the traditional high-energy creative, and Discovery Parks chief commercial officer Darren Peisley said the simplicity of the work will appeal to a wide audience.

“Intrepid Explorers will resonate with parents who want to get their kids away from TV screens, and foster imagination and innocent childhood adventure,” said Peisley.

“A competitive advantage for holiday parks over Airbnb and hotels, is their sense of community and freedom. This campaign really channels the simplicity of the childhood holiday – tech free, where kids can get back to nature and just be kids.

“The tourism and holiday park sector tends to have a uniformity to its advertising – loud and bright images that scream fun. This creative is different, and we think it will appeal to parents – and grandparents – who remember childhood holidays full of simple imagination-led freedom and adventure.”

The unscripted adventures featured in the ad were directed and filmed by Richard Coburn and production company Kojo.

Credits:

Client: Discovery Holiday Parks

Chief Commercial Officer: Darren Peisley

Brand and Campaign Manager: Emily Bennett

Production Company: Kojo

Director/DoP/Editor: Richard Coburn

Producer/Stills: Matt Byrne

Music: The Audio Embassy

Composer: Justin Pounsett

Hannah Blackiston

Hannah Blackiston is the senior media reporter of Mumbrella. Throughout her career she has worked as a journalist and deputy editor across a number of titles in the business and real estate sectors. She has also spent time on consumer titles writing lifestyle and travel content.