



## CLIENT SUCCESS STORY

# Alton Towers

### The Brief

Back in 1999 the UK's best-selling newspaper The Sun contacted GFM to help them and their partners at Merlin Entertainments with a large scale ticket promotion, designed to boost newspaper sales and increase park attendances. This promotion needed to be managed in its entirety from concept generation through to processing and fulfilment; requiring input from many different departments and creating various logistical challenges.

### Our Solutions

In response to the brief we; developed a bespoke online booking system, created application forms and e-tickets, performed data processing and despatched over 200,000 tickets. These activities along with our expert contact centre services enabled us to successfully overcome all challenges experienced. Every year this promotion effectively sends newspaper sales soaring and increases park capacity.

## OVERVIEW

- \* Developed online booking system
- \* Design & supply of forms & tickets
- \* Fulfilment & mailing services
- \* Inbound email support
- \* Call enquiries



200,000+ tickets allocated



Visitors at Alton Towers significantly increases



Promotion sends sales of The Sun soaring



*GFM ClearComms have provided us with a variety of fulfilment services to deliver our ticket promotions, successfully overcoming any logistical challenges experiences.*



CMO  
The Sun

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