



### **Stunning imagery encourages Londoners to visit Kent**

A high-profile campaign showing Kent in a contemporary new light launches in London and the south-east today.

Botany Bay in Broadstairs, The Goods Shed in Canterbury and Hever Castle feature in dynamic new imagery that encapsulates the passion and energy of the locations and positions 'The Garden of England' for the 21<sup>st</sup> century as 'your garden'.

Over 150, 48 sheet posters, will adorn commuter train stations and core underground stations in zones one and two and will encourage passengers to 'Exercise', 'Enjoy the fruits of' and 'Rediscover' your garden, the creative concept of top London creative agency M&C Saatchi, who has been commissioned to roll-out the campaign.

Visit Kent, the county's award winning tourism partnership delivery organisation is co-ordinating the three year campaign, which is being supported by £400,000 investment from Kent County Council.

Kevin Lynes, Cabinet Member for Regeneration and Economic Development at Kent County Council comments:

"Through the campaign images, award winning photographer Jean - Luc Bénard has changed our perception of Kent as a tourist destination. I look at his shot of Botany Bay and it could be the Algarve. His Hever Castle imagery could have been shot in India. My hope is that this campaign will encourage other people to see this stunning county of ours in a new contemporary light, just as I have."

Sandra Matthews-Marsh, Chief Executive, Visit Kent comments "We're so excited about this fresh approach to our marketing - and of course it's more important than ever that we stay innovative and creative, and keep ahead of the competition. The timing is perfect, with continued concerns about flying and the strength of the Euro still making the traditional European haunts of the British expensive, this campaign is positioned to remind Londoners and commuters what is on their doorstep."

The posters campaign will be supplemented with a three week press campaign in the Evening Standard and Time Out, also starting today. Visit Kent investors have helped extend the reach of the campaign with an additional £400,000 of in-kind support.

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