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## W+K London & Kitcatt Nohr Digitas Introduce 'We Want Piers Bramhall' For Visit Wales

LONDON - August 7, 2011 - Visit Wales has launched a brand new campaign 'We Want Piers Bramhall' - the next step in its unique and interactive communications to encourage people to take their holidays in Wales. The campaign has been created by W+K London, with direct and digital elements created by Kitcatt Nohr Digitas.

Visit Wales believes that the few days of holiday we have each year should be spent having real, involving experiences with lasting memories, as opposed to another identikit trip with hotels and attractions the same the world over. They believe that fun should be spontaneous rather than organised; that countries should be explored and experienced rather than ignored from a lilo.

The new campaign launched on Saturday 6<sup>th</sup> August when an unsuspecting Englishman, Piers Bramhall, was woken at 8am and was invited personally by Joanna Page (of Gavin & Stacy fame) and an entourage of over 50 Welsh male choristers to take a holiday in Wales, all part of Visit Wales' initiative to get the nation to holiday there. Piers was then treated, together with his girlfriend Emma and some of their friends, to a brunch cooked in his own kitchen by Welsh chef Bryn Williams. They then spent the afternoon at Twickenham to see the England v Wales match, where they enjoyed a champagne lunch and the company of some other familiar Welsh faces including Stereophonics front man, Kelly Jones, newsreader Rachael Hodges and footballer Ian Rush.

Visit Wales will be hosting Piers and Emma from 5<sup>th</sup> - 11<sup>th</sup> September for a special holiday in Wales. The duo will have a busy itinerary ahead of them - and can expect to see some more familiar Welsh faces entertaining them throughout their trip - experiences that will be shared: follow Piers' adventures on Visit Wales' Facebook page.

The stunt was arranged by Wieden + Kennedy following a casting of over 300 real-life women who were fed up with their men opting for the same summer holiday each year, and who were keen to catapult them from their all-inclusive sun-lounger. Piers' girlfriend Emma Foley was chosen, unbeknown to her better-half, following further investigation into their holiday experiences, their personalities and their chemistry together to see how suited they'd be for the campaign.

Joanna Page, known for her strong Welsh patriotism, was keen to get behind the campaign: "Wales is such a beautiful country and there's so much to do. Whether you want to take in the breath-taking scenery, have a laugh with the locals or try your hand at some out-door activities, our nation has it all! I just hope we've managed to demonstrate to Piers why he should come!"

Kelly Jones said: "What better way to show an Englishman how great Wales is than showcasing some of our key attributes - great singing, great rugby, great food and great people, with built in sarcasm, passion and grace. It's God's little green acre. If all else fails, try Wales!"

Hannah James, spokesperson for Visit Wales said of Piers' invite: "We're so excited the cat is finally out of the bag, and can't wait to show Piers just how fantastic Wales is. Watch this space for more exciting developments - we have an excellent trip in store for Piers."

W+K Creative Director Ray Shaughnessy said, 'We are very excited to be doing something so different for Visit Wales. It gives us a chance to challenge people's entrenched perception of Wales by working with them to create such an integrated campaign. The invite day is just the start of it.'

W+K has created a series of online films that feature real businesses in Wales, from hotels to restaurants to outdoor activity specialists, all encouraging Piers to come to visit them on their holiday [www.facebook.com/visitwales](http://www.facebook.com/visitwales). Anyone can now film and upload their own invitations citing reasons why Piers should come to Wales and take advantage of all it has to offer.

Six 10" TVCs will break nationally on 25<sup>th</sup> August amplifying further what Piers will get up to on his holiday, together with other through the line media.

Kitcatt Nohr Digitas was responsible for the direct and digital elements of the campaign, including the creation of the Facebook hub, two direct mail pieces, inserts, rich media and standard banners and emails to the Visit Wales database. Media was planned by M4C, and bought by Arena BLM.

The campaign will climax in January 2012 with a 40" TVC that will encapsulate Piers Bramhall's Welsh holiday experience.

#### **About Kitcatt Nohr Digitas**

Kitcatt Nohr Digitas was formed in March 2011 following the merger of digital agency Digitas London and integrated agency Kitcatt Nohr Alexander Shaw.

The agency's clients include Aviva Investors, Delta Airlines, John Lewis, Lexus, NS&I, P&G, Shell, Toyota, and Waitrose.

Kitcatt Nohr Digitas is part of the VivaKi network (a community which contains the world's two largest digital specialist agencies, Digitas and Razorfish, and the world's two largest media communications companies, Starcom Mediavest Group and ZenithOptimedia), and owned by Publicis Groupe.

The agency is uniquely positioned at the intersection of digital, media, content, creativity and analytics. It has a full-service offering that includes creative services, media planning and ideation, technology and innovation and specialized skills in digital marketing, brand communications, CRM, content and social media.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site:

[www.publicisgroupe.com](http://www.publicisgroupe.com)

#### **About Wieden + Kennedy London**

Wieden + Kennedy London is part of the independent Wieden + Kennedy worldwide network. International clients include Nike, Honda, Nokia, Coca-Cola and Levi's. UK clients include Three and The Guardian.

In 2010, W+K was named Campaign Network of the Year, Adweek and Creativity Agency of the Year and SHOOT magazine Agency of the Year. W+K London is the fastest growing agency in the UK Top 20. [www.wklondon.com](http://www.wklondon.com)

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