

NOMADIC

Cove UK ... Resorts, Parks, and Communities

Nomadic creates immersive promotional videos to showcase Cove's leisure and residential experiences. Web footage, TV adverts, and pre-visit taster videos motivate customers to take action.

Background

Cove UK employs over 1,600 people and operates 17 parks across England and Scotland, offering a range of home ownership, investment opportunities, and year-round holidays with something for everyone.

Their passion for people and places has created award-winning, friendly, and village-like atmospheres in all locations where residents and guests live life to the full, surrounded by friends, family, and beautiful scenery.

Cove wanted to create stunning visual marketing content to boost customer engagement and drive revenue growth. They needed to partner with an intuitive and collaborative video production company, and they asked Nomadic to help them:

Head of Marketing - COVE UK

"The holiday and leisure industries are two of the most experientially focused sectors, and appealing to the emotional needs and wants of both holiday makers and residents is crucial. Nothing achieves this more successfully than video, as people visualise themselves in desirable and aspirational environments.

We needed to create and build powerful customer desires in our product, and we worked with Nomadic to develop promotional and lifestyle videos for all our parks. It was a big project requiring collaborative work and rigorous attention to detail. We bounced ideas off each other, created the storyboard concept, arranged the models, and worked around the UK weather – quite a task, and you can see the outstanding results at [Cove's website!](#)"

Boosting Customer Engagement

There are certain key times when holiday bookings peak, and once Christmas is over, people start to see holiday adverts and take action. Nomadic worked with Cove to create the post-Christmas campaign TV adverts for the 2024 and 2025 seasons.

Continues :

"Investment in TV advertising requires a great deal of effort and know-how, and the return on investment is easy to track based on times, locations, and volume of business. Length of advert, powerful scripting, and visual appeal are vital, and Nomadic are excellent partners in the space. They develop the scripts, handle the voiceovers, and submit the adverts to CLEARCAST – the TV people who check everything is compliant and legal before broadcast. Our parks are based throughout the UK, from the north of Scotland

to Cornwall- and we place adverts with regional independent TV channels in target areas. We track website visits, enquiries and the bookings linked to the adverts to monitor the success of all campaigns. Budget impact is significant, and I'm delighted to say that return on investment (ROI) targets were achieved for both years."

Extending the Business

Videos are also made for other times of the year that are popular for breaks, such as Christmas and Halloween, and video is also used to communicate and build excitement with guests before their arrival.:

"Once a holiday is booked, we start to build the experience prior to arrival by introducing guests and especially the children to the facilities at our parks. Showing the extent of the activities and the need to book the popular events creates excitement and boosts advanced sales.

We build all the video content with Nomadic, and I trust them to get it right - time and time again. They're great communicators, their turnaround times are impressive, and the value they deliver is immense. I highly recommend them!"