



# The Family Adventure Project

Ideas and inspiration to make your family life active, adventurous and interesting

## Case Study – Battlebox



The Battlebox Company is a UK based business that sells a range of off the shelf and customized Adventure Kits aimed at the family market: “Everything your intrepid of explorers could need for their next big adventure.” We worked with them to help promote the brand and range of Adventure Kits to our readership of active, adventure seeking families.

Battlebox arranged for us to test out their ‘Ultimate Ambush Kit’ which we took into some local woods to try with the kids. We shot and uploaded live micro-video clips to our Punkt! Adventure map during testing and shared the experience on our social media that day. Afterwards we produced a review style post about the kit illustrated with photos and video clips. We promoted the post through our social media with Battlebox doing the same using their channels. We provided access and a licence for Battlebox to use some of the video clips we shot for their own promotional purposes.

## Blog and Social media coverage

Our coverage included.

- Review Blog Post: [Danger Extreme Adventure Inside: Woodland Ambush](#)
- 5 micro video clips on our Punkt! Adventure Map: [Clip 1](#) [Clip 2](#) [Clip 3](#) [Clip 4](#) [Clip 5](#)
- 2 video clips uploaded to YouTube & used in blog: [Video 1](#) [Video 2](#)
- Social media mentions on Facebook (to 1700+fans) and Twitter (9000+ followers)

The review post is permanently in the archive, indexed by search engines and will continue to draw search engine traffic. Battlebox received mentions in live social media coverage of our testing day and the post was similarly promoted during the week of publication and more occasionally since to ensure maximum reach. The post was also promoted by Battlebox as a story on their social media, providing a fun story to help reinforce their brand with their communities.

## Testimonial

“The BattleBox Company recently asked the Family Adventure Project to review our Ultimate Ambush Kit which they did, with a huge amount of enthusiasm and wit. The review was engaging, professional and optimised for searches. Stuart, Kirstie and the whole family showed a real understanding of what the kit and the BattleBox Company are about and their promotion of the review through their social media channels was a real bonus. Accompanying the review was a great range of images and some lovely and amusing footage of the family using the Ambush kits. They have been a pleasure to work with and we hope to work with them again in future.” Anne James, Marketing Executive, Bayford Group

Inspirational Family Adventure Stories ♦ Family on a Bike Expeditions ♦ Motivational Talks & Speeches ♦ Family Adventure Lifestyle Blog

[www.familyadventureproject.org](http://www.familyadventureproject.org) [www.familyonabike.org](http://www.familyonabike.org)

[www.facebook.com/familyadventureproject](https://www.facebook.com/familyadventureproject) [@familyonabike](https://twitter.com/familyonabike)

email: [stuart@familyadventureproject.org](mailto:stuart@familyadventureproject.org) [kirstie@familyadventureproject.org](mailto:kirstie@familyadventureproject.org)