

# The King's Road



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## **Descriptions**

- 10 kilometer long trail along the coast from Kvasseheim to Hå Gamle Prestegård.
- Partly follows the old riding trail through Jæren.
- Well marked, and divided into stages.
- Old cart road, with a narrow trail in some areas and gravel in exposed areas.

The origin of the name "The King's road" comes from believing that an ancient king gave orders to build the main road, while others claim many kings roamed here.

The uniqueness of the place is the gorgeous countryside, the broad view and the way one gets to experience Jærens nature. Both physically and mentally. Also the evident traces of previous generations.

# Marketing plan





# Goal

To make awareness of the trail  
And invite young people to an  
active lifestyle.

Improve teens knowledge and  
use of the King's Road.

# Target

- Young people (15-25 years old)
- To influence today's youngsters that are getting lazier
- The goal is that they will be inspired to be more active.  
(sofa pigs to active teenagers)

## Typical users

Students who usually spend seven hours daily at school and often go straight home to lie on the couch with either their PC or cellphone in hand.

They might want to be active and be encouraged to a healthier lifestyle.

# Brand

We would like the King's Road to be associated with recreation and an active lifestyle, as well as being experienced as a cultural landscape with a lot of heritage and history.



# Message and USP

To convey the trip and the experience associated with the King's Road.

Selling point: Unique experience

Why young people should visit the King Road:  
Obrestad lighthouse, Varhaug Old Church, boathouses,  
pebbles, nature, wildlife, old buildings and so on...



# Values and attributes

A cultural landscape with historic grounds.  
Noble, with many things worth seeing.



# Channels

The best way to reach out to our target group - young people - is to promote on social medias.  
(Facebook, Instagram and Twitter etc.)

