



Pembrokeshire Coast National Park Update:

Pembrokeshire Coast National Park was represented by Kirsty Morris to introduce some new digital marketing opportunities that the National Park is exploring in 2012.

QR Codes to Tell Stories

In order to demonstrate the potential of QR codes Kirsty brought in a litre of milk and used it to show us a film: [Using QR codes to make products speak](#) demonstrating digital best practice and a new and innovative way of telling a story through a product.

Kirsty has been working with Calon Wen organic milk co-operative to share their story via their product packaging. What this means is that every milk product going out of the Calon Wen dairy has the opportunity to share a film with customers that Calon Wen never meet, and in doing so Pembrokeshire gets some innovative publicity!

Partnership Opportunities

Taking this idea forward the National Park Authority was invited to partner with Calon Wen at the Royal Horticultural Society Show in April 2012. We're loaning Coast Path furniture as part of the event where Calon Wen will be creating a traditional Pembrokeshire garden. We'll be using QR codes at the event, linking to videos promoting our conservation and land management work, as well as showing interviews with landowners in the National Park.

Virtual Rangers

Our QR code development with Calon Wen will be equally as adaptable to our tourism role and we'll also be looking to use QR codes on Coast Path furniture out on the coast, linking to 'virtual rangers' telling people about the section of the path they're on and anything linked to that area.

60th Anniversary Celebration: Living Park

We're also looking in to QR codes and online videos for our 60th anniversary, telling stories of the real people in the Park. This has the potential to be translated to an exhibition, which will feature at our sites and centers during the year and be used as a tourism tool.

In addition to this we have the following online digital avenues:

Web: <http://www.pembrokeshirecoast.org.uk>

Facebook: <http://www.facebook.com/profile.php?id=100001077077943>

Twitter: <http://twitter.com/#!/PembsCoast>

You Tube: <http://www.youtube.com/user/pcnpa2008>

Flickr: <http://www.flickr.com/photos/55374529@N04/>