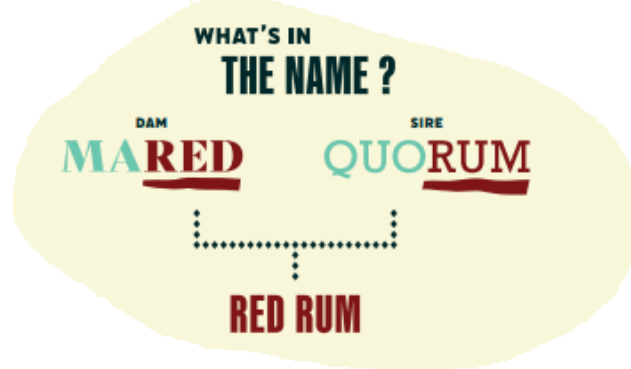
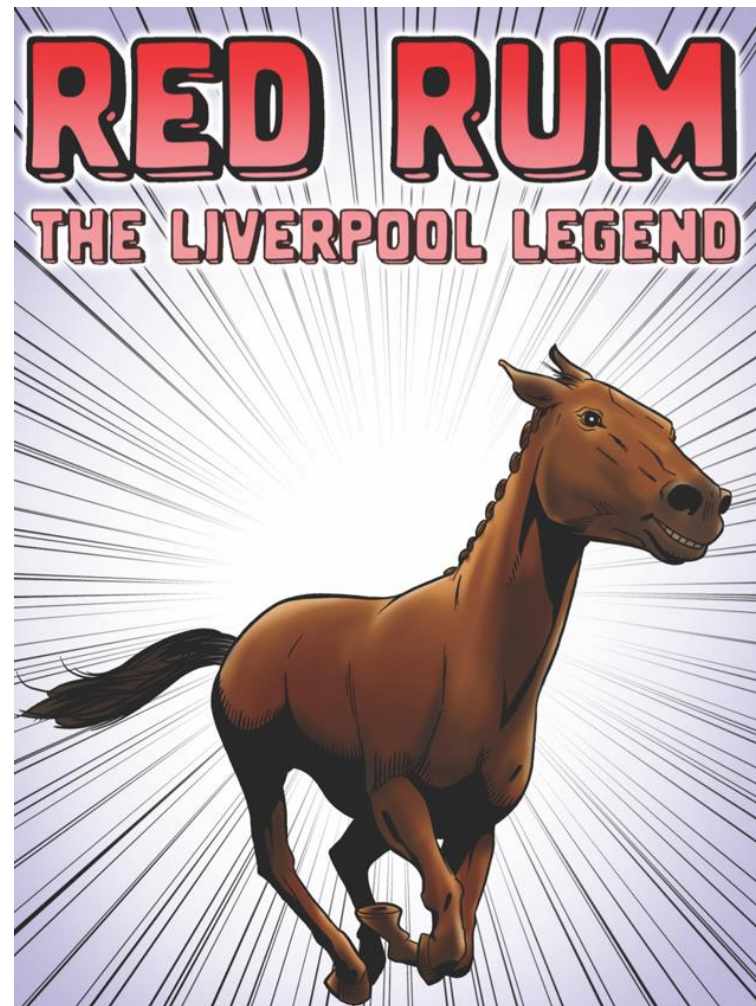




Showcase & Awards 2023



Aintree Racecourse Red Rum 50 – The Racing Connection



Proudly partnered by



Objectives



There can be no doubt that the name ‘Red Rum’ is synonymous with Aintree as the most renowned competitor in the history of the Grand National, dating back to 1839. His victories across a five-year period in winning the Grand National three times (1973, 1974 and 1977) as well as finishing second in the intervening years, gave us a unique opportunity to commemorate the 50th anniversary of his iconic achievements with 2023 being the first of a five year ‘Red Rum 50’ programme at the Randox Grand National Festival.

This project underpins Aintree’s customer engagement strategy 2023-2027 with the following aims:

- Engage and delight a younger and more diverse customer base with one of the true heroic tales of Grand National folklore through digital and social channels.
- Get under the skin of some of the unique stories about Red Rum and share to a wide audience of racing enthusiasts.
- Work closely with both the McCain and Le Mare families to ensure that they were an important part of shaping the project.
- Provide a permanent and lasting visual representation of Red Rum’s success by returning the original Grand National winning trophies (held at Liverpool Museum for 25 years) to Aintree as well as re-designing & re-naming a public bar in his honour.
- Re-configure the existing ‘Red Rum Garden’ and Rummy’s grave to ensure it was a fitting location for customers to pay homage.
- Provide opportunities for junior racegoers to learn about some of the human stories of Red Rum’s success and stimulate their interest in the sport through the countless heroic tales.

Delivery

- **The new ‘Rum & Ginger Bar’**
We worked with an external creative agency to come up with design concepts to redevelop the largest and most prominent public bar, accessible to all customers at Aintree. Previously known as the Irish Bar on the ground floor of the Princess Royal Stand, we renamed this the ‘Rum & Ginger Bar’ after Rummy and his longtime trainer Ginger McCain. This included a visual timeline of his achievements, quotes and anecdotes from people close to Rummy on 16 individual tabletops. This helped showcase the incredible stories behind the legend – Rummy’s love of polos, his appearance on Sports Personality of the Year awards etc.
- **Red Rum’s trophies return to Aintree!**
Working with the Red Rum trustees (members of owner Noel Le Mare’s family), we agreed to a permanent lease of the three winners trophies and two runner-up trophies to return to their spiritual home of Aintree where they now sit encased in the Princess Royal Stand Reception.
- **Red Rum 50 – digital and social successes**
Developing key narratives and weaving them through web, email and social output was integral to the goal of engaging with younger audiences. Famous race footage, interviews and sound bites were all shared across multiple channels as well as a junior comic strip on Rummy.
- **Re-inventing Red Rum Garden and Rummy’s grave**
Rummy was immortalised in a lifesize bronze statue at Aintree in the Red Rum Garden. The bronze has weathered since its installation in 1995. As part of the project the bronze was sent away to the Talos Foundry in Hampshire for restoration. The work was filmed and showcased through a short video. We also oversaw a significant uplift in Red Rum branding around the area and its stage, with graphics and pillars promoting Rummy’s achievements over the years.
- **Rummy’s Racemakers**
Our customer service staff were re-named ‘Rummy’s Racemakers’ & uniform sourced in the iconic maroon and gold colours. Over 100 people were position at key entry and exit points to set the tone on arrival & to say goodbye on egress, each armed with facts and stats around Red!



RED RUM 50

This year marks a special anniversary as we celebrate 50 years since Red Rum started his legendary ascent to iconic status with the first of three Grand National victories.

Take a look at this video and remind yourself why 'Rummy' was truly one of the greats of the sport...

[WATCH NOW](#)



Results

- Over 150,000 racegoers very likely at one stage or another to have interacted with the **Red Rum 50 brand** on-site at the Randox Health Grand National Festival. This could have been via the **Rum & Ginger Bar**, interaction with **Rummy's Racemakers**, seeing the original **Red Rum trophies**, **content** on screens and in racecards, visiting the **Red Rum Garden** or viewing his grave.
- Strong engagement stats via social & email: **Facebook** (223k views, 440 comments, 3.2k Likes), **Instagram** (33k views, 1.6k Likes), **Twitter** (34k views, 1.1k Likes). **Grand Guide emails** sent to 176k with average 43% open rate and average CTR of 11% when talking about the project.
- Wide reach via **PR campaign** that saw coverage from [Liverpool Echo](#), [Sporting Life](#), [The Guide Liverpool](#), [Eclipse Magazine](#) and [Eyes on Southport](#)
- Strong NPS (Net Promoter Score) results from attendees of the Festival with **+14 YOY** on Thursday and **+5 YOY** on Saturday.



Supporting Information

Dear James

First of all I must congratulate you all on the success of the Grand National Meeting this year and the Red Rum 50 project. Grand National day was wonderful for us all with the family together commemorating 50 years. We spent the day with the family showing them things about Red Rum and standing on the terraces with them. It was a great feeling to know the youngsters now understand what it is all about.

Sally Hampson and David Le Mare (Red Rum trustees and grandchildren of Noel Le Mare)

- Click [here](#) to see our highlights video of Red Rum from the 1970's.
- Click [here](#) to see our video on the history of Red Rum
- Click [here](#) for a web article around the trophies returning to Aintree
- Click [here](#) for a video around the restoration of the Red Rum statue



Elizabeth Reade @reade_lizreade · Mar 31

I will get goosebumps when I arrive at Aintree on the Thursday, such atmospheric place, so many great memories, but Red Rum was the greatest of them all.

Sharon Hiron @hironsharon · Mar 31

Ok Tiger Roll won it twice, but the true legend is Red Rum & long live his memory for many years & years to come. As a small child I was in Red Rum's official fan club, I loved that horse like million others, whenever I see those clips of Red Rum, send a shiver down my spine 🥰❤❤❤