



Showcase & Awards 2024

Ascot Racecourse

Marketing

Royal Ascot 2024 – Elevating The Ascot You

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RACING POST



Objectives



Elevating The Ascot You

In 2023 the Royal Ascot campaign introduced 'The Ascot You' and in 2024 we set out to take this to the next level and build upon the success of 2023.

A specific focus for 2024 was to attract a younger audience to engage in Royal Ascot, both on course and off course. In order to grow Royal Ascot as event itself and the buzz around the week, we believed it was crucial to increase the awareness of the sport in those social seekers while also ensuring core racegoers and racing fans were included in the campaign alongside the lifestyle and fashion elements.

The ambition was therefore to create four creatives aimed at key demographics:

- Racing and sport devotees
- The Royal Enclosure core audience
- Fashion and lifestyle lovers
- The on-trend crowd – taking the campaign to a place where it hadn't been before

The overarching objective of the campaign was to take everyday aspects of life into the Royal Ascot world and showcase that wherever you are and whatever you do, you could be a part of Royal Ascot 2024. There was an additional focus on entry level racegoers, with the ambition of attracting more people into the Windsor and Village Enclosures as first time or once a year visitors.

Off course, we sought to not only increase the global audience and reach but also the quality of the content provided to racing fans around the world. Improving the quality and quantity of direct email comms was targeted as a key focus.

Delivery

Creative

The Ascot You strapline was retained for 2024, enabling returning customers as well as new audiences to engage with the campaign. Four core creatives were crafted to capture each specific target demographic/market:

- Stablehand – featuring stable staff and our equine ambassador, Side Glance, aimed at racing lovers
- Allotment – targeting the core Royal Enclosure audience
- Launderette – with a focus on fashion/lifestyle audience set in an appropriate throw-back location
- Cowboys – this on-trend production pushed boundaries and took the campaign to new places

Bringing it to life

The campaign ran across a range of high-profile media across the UK and in selected international markets. A broadcast TV and radio campaign was punctuated with major out-of-home placements including London's Piccadilly Circus and King's Cross.

This was all underpinned by an extensive digital campaign focussed on driving strong return-on-investment through PPC, paid social and programmatic advertising as well as a targeted email campaign to our database driving nearly £2m in sales alone.

We supplemented the advertising activity with a number of related events, including launch parties for our Ascot You fashion lookbook in London and Dubai, a fine dining preview with a selection of our Michelin-starred chefs and the inaugural Royal Ascot Summer Party at Café Lapérouse in London.

And just before the start of the event, in celebration of female jockeys at Royal Ascot we commissioned a special 24-minute feature titled 'Queens Of The Turf' starring Hollie Doyle, Hayley Turner, Gay Kelleway and Laura Pearson.



Results

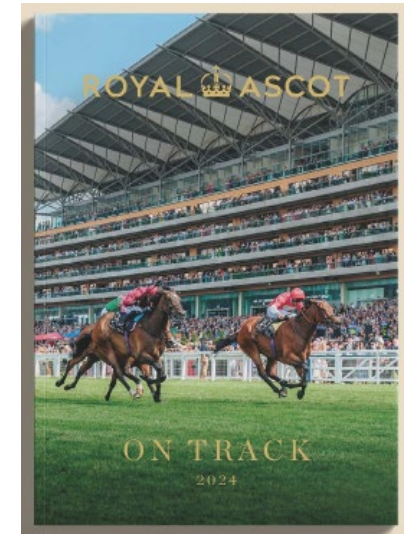


On course:

- Total attendance across the week was 273,526 – an increase of 2.8% on 2023.
- Total bookers increased to 33,756, up 6% on 2023 while new bookers increased by 3% meeting a key objective attracting new audiences.
- 49% of ticket buyers were aged 16-34 compared to 33% in 2023 meeting a key objective of attracting a young audience. Returning audiences also increased 15% meeting a core aim of ensuring retention.
- All public enclosures showed increased booker numbers with the Village Enclosure up 6% and Windsor Enclosure up 1% - meeting targets to attract more people to these areas.

Off course:

- The Out-of-Home campaign generated 30m adult impacts.
- Media reach of 3.5m with 8,650 placements (+31% year-on-year) and media impact value of £24m (+108% year-on-year).
- Global reach with media impact value attributed to UK, US, France, Australia, India and others.
- Social media - Impressions 17.5m (+8.6% YoY), Engagements 231,000 (+69% YoY), Video Views 2.3m (+6.5% YoY).
- Social media audience growth 24,416 (+44% YoY).
- 5.45 million emails sent from the period between Royal Ascot 2023 and Royal Ascot 2024 (+121% YoY) with an open rate of 49% (+14% YoY) and 13% click-to-open rate (+86% YoY). These click throughs helped to deliver website page views of almost 7.5 million and an average duration stay of 01:53m (+7.7% YoY).
- Queens Of The Turf played in full twice on ITV4 and various times on Sky Sports Racing as well as in segments on ITV1 during Royal Ascot and NBC in America during live racing broadcast. Globally, it was shown in Canada, USA, the Caribbean, Ireland, Poland, Germany, Switzerland, Austria, Pan-Regional Africa, Indonesia and Australia.
- On Track magazine read nearly 3,000 times with average read time of 3:32m. Both helped to improve the quality of the content provided to racing fans around the world.



Supporting Information (max 1 slide)

4 Wednesday, June 5, 2024 racingpost.com

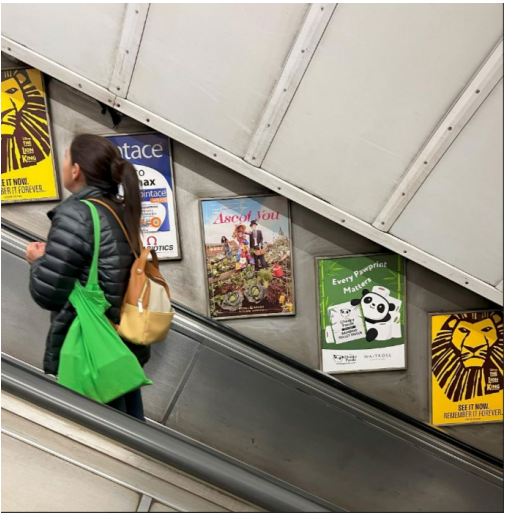
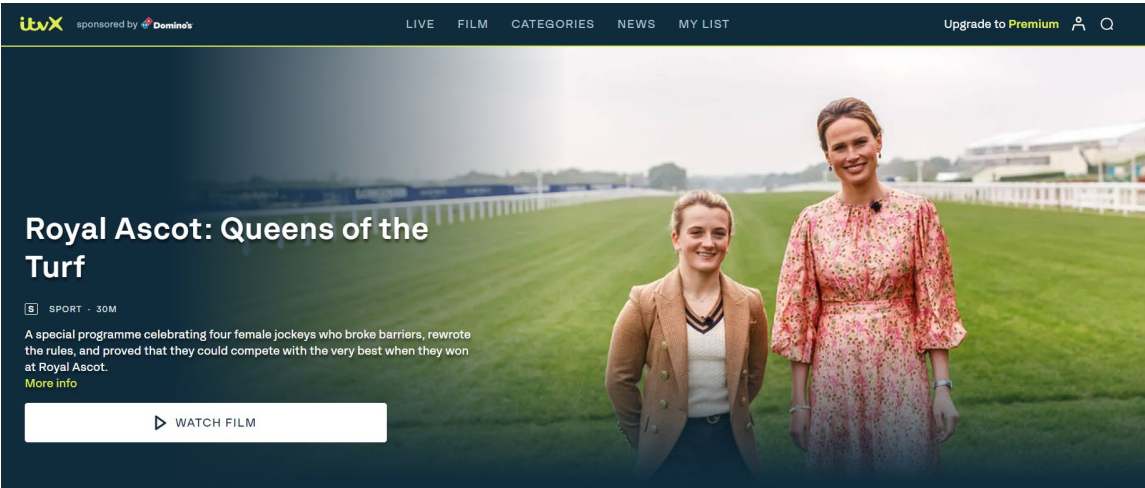
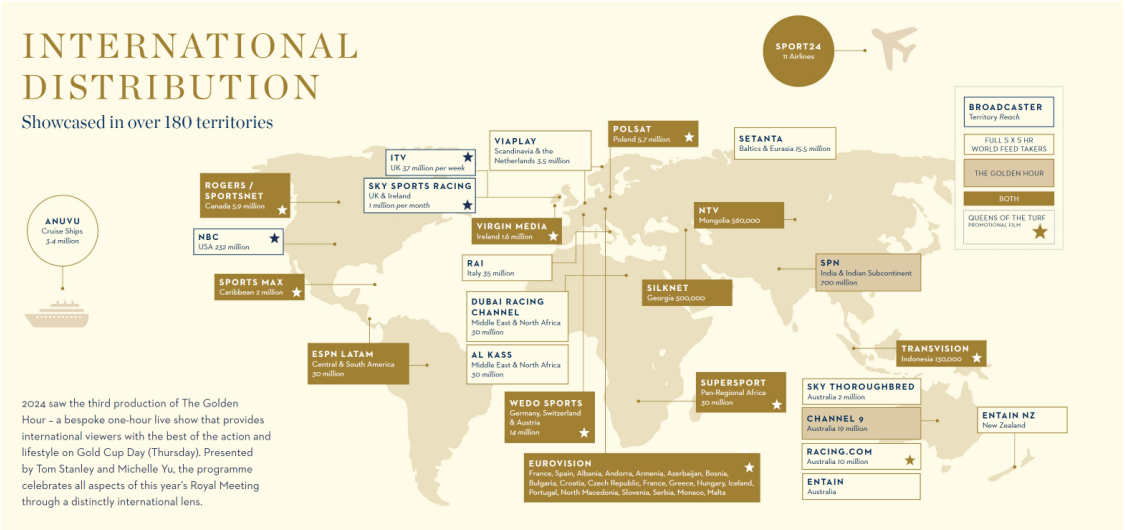
The Comment page



Ascot's smart approach to selling racing tells us we can be royalty – even if just for one day

Daniel Hill

Another View
HOW do you sell racing these days? Do you focus on the horses or do you take another approach? Much depends on how easy it is to sell the sport and, unfortunately,



<https://www.youtube.com/watch?v=IZqaPn4rRmQ>