

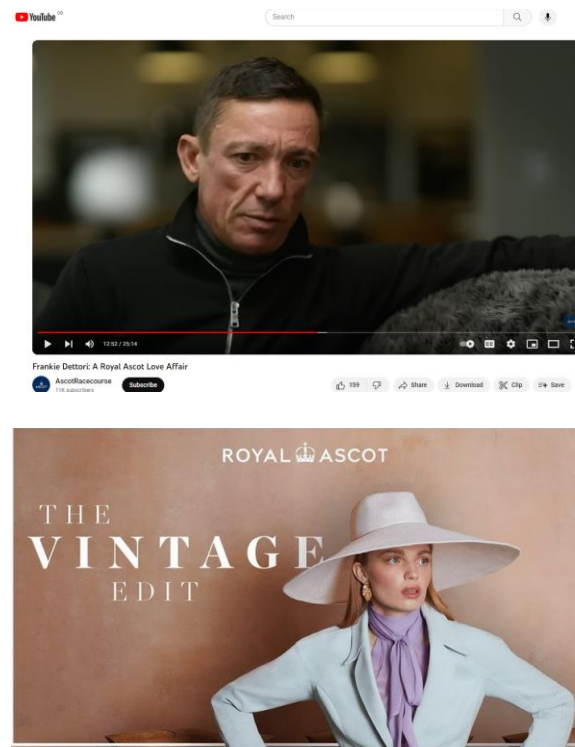


Showcase
& Awards
2023

Ascot Racecourse

Royal Ascot 2023 – Integrated Marketing
Campaign

Marketing



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RACING POST



Objectives



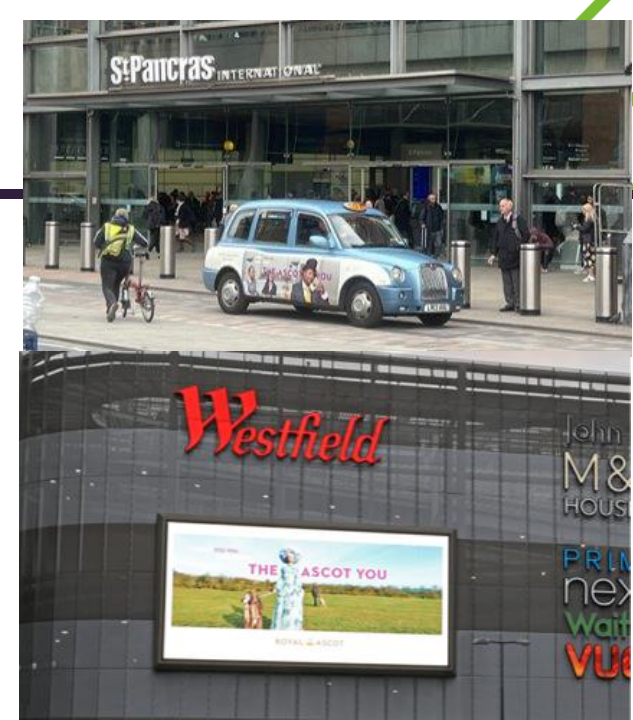
The 2023 Royal Ascot integrated marketing campaign focused on developing Ascot as a global lifestyle brand wrapped around world class racing. The campaign ran throughout March to June with a key focus on improving the revenue, reach and relevance.

Objectives

- Increase overall general admission revenue.
- Increase yield per customer across all enclosures.
- Improve retention.
- Target different consumer groups through the new creative.
- Boost Net Promoter Scores across all enclosures.
- Increase email engagement through a targeted approach focusing on hero moments and segmenting audiences.
- Grow social media audiences, in particular, using video content on TikTok, Instagram and YouTube which are big areas for growth.
- Use paid media to boost ticket transactions, revenue and impressions.
- Increase the appeal of racing to new audiences with a particular focus on The Village Enclosure, which for the first time ever would be operating as net-zero carbon. Sustainability is an increasingly relevant driver for Gen Z and Millennials so this was a key focus.
- Increase website traffic in the run up to and during Royal Ascot.
- Improve data capture through on-site WiFi.
- Leverage content from partners and sponsors to increase engagement.
- Media coverage growth in terms of value and placements.
- Increase global reach of Royal Ascot with a specific focus on America – inline with the international runners and broadcast deals.

Delivery

- A fresh creative was commissioned to position the customer at the heart of the campaign.
- There's You You... Then There's The Ascot You was the headline story of the creative.
- The concept behind the creative was to inspire people to escape the everyday and immerse themselves in the extraordinary world of Royal Ascot.
- Creative included use of Side Glance, our Equine Ambassador, using a playful take on the strapline to incorporate a racing element.
- Out of home activity ran from March to June on over 1,000 sites across London Underground, Roadside, Shopping Malls, Motorway Service Areas, Offices, Taxis and Digital Bus Shelters.
- All static variants of 'The Ascot You' creative were used. We displayed in five environments with traditional and digital OOH formats to create impact. Media partners included Ocean Outdoor, Clear Channel, Global Outdoor, London Lites, JC Decaux, ECN and Maxx Media.
- Change in direction for the Style Guide to become the Lookbook in 2023. The Lookbook was an edit-based format that taps into current trends, specifically around mindful style. This was year two of the three-year repositioning work and we took the Lookbook to New York for the first time which resulted in US coverage including Forbes.com and warm broadcast leads for 2024.
- Frankie Dettori documentary – 30-minute feature film called Frankie Dettori: A Royal Ascot Love Affair to capture his career through the prism of Royal Ascot.
- Fashion Through The Ages hero content.
- Gold Cup dinner for influencers and media to promote Gold Cup day.
- 3.4m emails sent across database with targeted approach focusing on hero moments.
- Partner email engagement included content from Fenwick, QIPCO, Flexjet, LK Bennett, Longines, Howden, Peroni, Harrogate, Whispering Angel, Slingsby, Kentucky Derby and La Maison Valmont.



Results



- Overall general admission ticket revenue at Royal Ascot 2023 increased 2% on 2022 and 4.8% on 2019.
- Yield per customer across all enclosures increased 19% on 2019 and 6.6% on 2022.
- Retention levels for general admission were 17% - an 89% increase on 2022.
- Net Promoter Scores across all enclosures rose from +37 in 2022 to +50 in 2023.
- 48% of bookers in the Village Enclosure were aged 20-35 – helping to meet the ambition of attracting a new and young audience to Royal Ascot.
- There was an uplift of 12% on revenue and ticket sales from the paid media campaign.
- The Ascot You campaign delivered £1.8m of media value and reached over 60% of Londoners across Out of Home media.
- Email open rates increased from 36% to 42% and click rate increased from 5% to 7%.
- Total website users was up 12% on 2022, with sessions up 6% and page views up 5%.
- Data capture through on-site WiFi delivered the highest number of new opt ins with a 96% opt-in rate.
- 14,090 media placements was an 18.8% increase on 2022 with a reach of 2.8 billion against 2.5 billion in 2022. 54% of placements were racing led, helping to meet the ambition of increasing the appeal of racing to new audiences.
- Media impact value of £32.6m against £23.4m in 2022 – an increase of 39.5%.
- Lookbook launch saw social and media coverage grow 49% and a 117% increase in media impact value.
- Racing media placements up 35% year-on-year and lifestyle placements up 4% while Royal Family placements were up 272%.
- International coverage saw the US reach second place in terms of media impact value – highlighting the benefits of activity in this region.
- Instagram views up 154% year-on-year, engagement up 56.9% and followers increased by 13.8%. YouTube views increased 74.4% and impressions were up 13.4%. TikTok views increased 482% on 2022 and followers grew 827%. Of the top-five most engaged social posts during the week across all channels, three were on TikTok.
- Frankie Dettori: A Royal Ascot Love Affair was shown by broadcasters in 17 countries including ITV in the UK and Virgin Media in Ireland. It had 88,000 YouTube views, 1m Facebook accounts reached, 2.1m impressions and 960 hours watch time.

Supporting Information

30 second ad:

<https://www.youtube.com/watch?v=5SOr4zzAsHY>



Frankie Dettori: A Royal Ascot Love Affair

<https://www.youtube.com/watch?v=scYTrF0VZ5g>



Royal Ascot Fashion Through The Ages

<https://www.youtube.com/watch?v=3ee3vVWnJUw>

