



CHELMSFORD CITY
RACECOURSE

Showcase
& Awards
2024

Chelmsford City Racecourse

The Marketing Award

Pick a Winner

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Together

RACING POST



Objectives

Our aim is to establish Chelmsford City racecourse as the premier destination for sport & entertainment in Essex by creating unforgettable experiences that surprise, delight, and excite our customers. Our primary goal is the growth of attendance at our fixtures by 6% YOY.

An audit of campaign effectiveness at the end of 2023, identified the need to grow brand awareness and data further within our target market, prioritizing proximity to the racecourse. Due in part to the success of events like Clockstock, which attracted a national audience, we found that less than 12,000 of our 50,000+ customer database had an Essex postcode. This is reinforced by first-time visitor feedback, frequently commenting that they either hadn't heard of our racecourse or didn't know about our fixtures and events before visiting. As the newest racecourse in the UK, we don't have the same history of awareness and attendance that other racecourses can leverage for marketing racing fixtures and events.

Our ambition is that everyone in Essex knows who we are and what we offer (awareness), has a positive association with our brand (sentiment), and thinks of us when looking for things to do with friends, family, or colleagues (salience).

The idea was to deliver an unexpected and fun experience that authentically delivered our brand values and met our long-term objectives. The **'Pick a Winner'** experience sought to do this by taking the racecourse 'on the road' to surprise people in person in high-population towns and cities within Essex, delighting them with the chance to win tickets to events at our racecourse.

In parallel we refined our approach across all channels (including paid, email campaigns and partnerships with local publications, groups and advertisers) to adopt a more robustly geo-targeted methodology that concentrated our marketing in priority locations within Essex.

Objectives

1. Increase brand awareness of Chelmsford City Racecourse in target audience.
2. Build brand sentiment, reinforcing our brand codes.
3. Build brand salience of our summer events Jun – August.

KPI's

- 30,000 in person impressions.
- 1,500 form submissions
- Collect data on brand awareness of target audience.
- Increase attendance of summer fixtures by 5%
- 750 newsletter subscriptions
- Deliver a positive and memorable brand experience

Delivery

We identified three locations from research into the Essex population that we wanted to prioritise.

Colchester is the most populated city in Essex and the area for which we had the least customer data. **Chelmsford and Braintree**, third and sixth in population size respectively, were prioritised for their proximity to the racecourse. Choosing high-footfall locations in these cities and towns allowed us to maximise opportunities to be seen.

We worked with **Braintree Village, Chelmsford Bond Street** and **Colchester Culver Square** to agree multi-day stays in each location. A contra agreement with Bond Street Chelmsford, as part of a Ladies Day Best Dressed partnership, included additional branding in participating shop windows.

Our setup was not just eye-catching and inviting, but also prominently featured the Chelmsford City Racecourse branding. This ensured that even those who didn't stop were still exposed to our brand, contributing to our overall brand awareness objectives.

We prioritised visitor experience and face-to-face conversations to facilitate more effective brand recall.

Visitors to the location were invited to our envelope wall to 'pick a winner'. Free to play, they were asked to complete a [short survey](#), and in return, choose an envelope from the wall. Every envelope had a card inside either saying "Better luck next time", which meant that person didn't win at that time but that we would enter them into a draw to win dinner at our restaurant later in the year, or "Congratulations" and told them what prize they had won. There were ten different categories of prizes to win, ranging from general admission tickets to a raceday, to hospitality in our restaurants and on featured racedays such as Ladies Day.

Winning cards included a unique code that we created in our ticketing platform Bookedit, that made it easy for the winner to redeem their prize online by visiting our website. Under 18 weren't allowed to play, but the experience was very popular with families and children could choose on behalf of their parents. For young children, we made sure we had sweets to give away so that there would be no disappointment if they didn't pick a prize from the envelope wall.



Results

The 'Pick a Winner' campaign exceeded its key objectives of increasing brand awareness, building positive brand sentiment, and improving salience for Chelmsford City Racecourse's summer events. The activation delivered impressive engagement results, both in terms of face impression and quantitative data, while demonstrating a high level of cost-effectiveness.

Activations on three sites over eight days delivered an estimated **42,500 opportunities to be seen** (OTS), surpassing the KPI target of 30,000. This is based on footfall numbers from each venue, adjusted for weather: estimated at 25,000 at Braintree Village, 10,000 at Chelmsford Bond Street, and 7,500 at Colchester Culver Square, which was impacted by poor weather.

1,779 participants played 'Pick a Winner', costing us approximately £0.62 per form submission and £0.03 per impression. **The campaign successfully introduced us to a new audience.** 29% of participants indicated they had never heard of Chelmsford City Racecourse before, and 61% had never visited the racecourse. 48% of those who had not heard of or visited the racecourse signed up for our monthly newsletter, contributing to the long-term growth of the customer database and deepening brand engagement. Of the 500+ tickets won, 150+ have already been redeemed. With prizes available until spring 2025 we expect this number to grow significantly.

The overall attendance for August fixtures demonstrated a strong uplift, with event attendance increasing from 13,849 in 2023 to 15,649, a **13% year-on-year (YOY) increase**.

The face-to-face approach enabled conversations about our events, venue hire and hospitality packages, our commitment to horse welfare and family-friendly policies such as free admission for children. Feedback from players was, without exception, extremely positive. In summary, the campaign delivered on its primary KPIs and contributed to stronger brand recognition, enhanced customer engagement, and increased event attendance and is something we plan to continue.

Headline Results

42,500+ in person impressions

1,779 pick a winner players (form submissions)

87% new data

61% had never visited Chelmsford City Racecourse

520 new newsletter subscribers

234 updated contacts

243 prize winners

500+ tickets won

150+ tickets redeemed so far

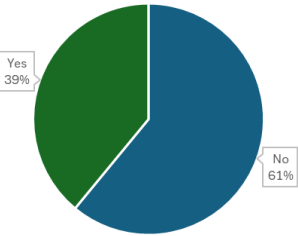
13% YOY increase in like-for-like fixture ticket sales

Record **5,699** attendance for Ministry of Sound raceday

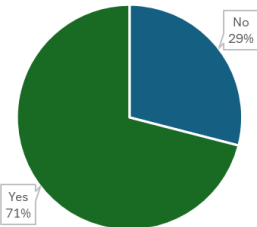
Supporting Information (max 1 slide)

August attendance figures:
Ministry of Sound Ibiza Anthems: 5,699 attendees
Greene King Day: 5,466 attendees
Chelmsford City Cup: 1,235 attendees
Evening Racing: 1,339 attendees
Summer Holiday Racing (Autism in Racing): 1,910 attendees

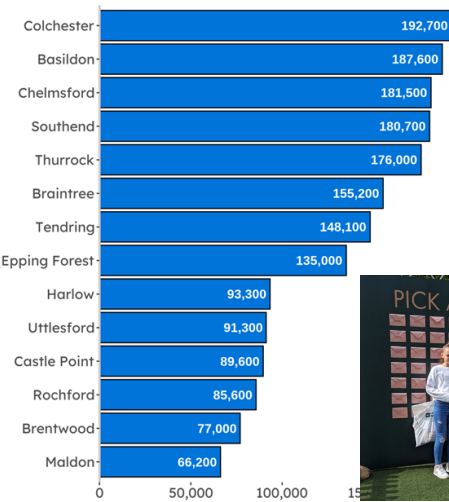
Have you visited Chelmsford City racecourse before?



Have you heard of Chelmsford City Racecourse before?



Population counts, 2021 census





CHELMSFORD CITY RACECOURSE

Pick a Winner

Please complete this short form to be in with a chance of 'picking a winner', and winning some amazing prizes.

E-mail address*

First name*

Last name*

Have you heard of Chelmsford City Racecourse before?*

☐ Yes

☐ No

Have you visited Chelmsford City Racecourse before?*

☐ Yes

☐ No

Phone number

07 400 123456

Post Code*

