



Showcase
& Awards
2023

Chepstow

The Racing Connection

Proudly partnered by



RACING POST



Objectives



Betsy Williams, daughter of Welsh trainer Christian, has leukemia and as the biggest racecourse in Wales, we wanted to do something to support the family

After speaking to Charlotte, Christian's wife, we agreed we would raise funds for Cardiff based children's cancer and leukemia charity Latch. They have been assisting the family – and many others in similar situations across Wales

Our aim was to then create an engaging initiative that would maximise awareness of the cause and because it's a golden era for Welsh horse racing, we thought it would be a good idea to try and link this with the fund-raising campaign

We therefore created the 'Welsh Jump Jockeys Derby' charity race over the classic distance of 1m 4f and restricted (obviously) to Welsh jockeys. We thought it would capture the racing public's imagination and generate much needed publicity for the cause.

We decided to run the race at a high profile fixture so chose the Unibet Jump Season Opener on October 13th. We then needed to reach as wide an audience as possible in terms of promotion – step forward Welsh jockey Alan Johns.

We approached Alan Johns to assist with the initiative because of his obvious association with the riders and his desire to support the charity and horse racing in general. He also has an innovative approach to social media marketing.

We decided to create a series of tongue in cheek promotional videos to cut through the standard marketing we see day in day out in the sports and leisure market.

We asked all the riders in the charity race to participate and be prepared to play along with the wry style of the videos. All of them, including Sean Bowen, Jack Tudor and Connor Brace, were only too happy to play along with the theme.

Chepstow based Equine Productions were asked to produce the videos, which they agreed to do free of charge.

The videos were launched across all social media platforms in the weeks leading up to the race – they were also shown on Luck on Sunday, Sky Sports Racing and ITV Racing. Welsh media also coverage the story including BBC Wales and ITV Wales.

Results



Within minutes of the first video being posted across all social media platforms, we were taken aback by the results. Within an hour, it had been viewed and shared thousands of times. See below for statistics at the time of writing this entry (September 20th).

Twitter:

120,000 impressions

20,961 views

3,033 engagements

Instagram

46,337 plays

1430 likes

Facebook

23,007 plays

The first video has been well received across the industry and at the time of entering the award continues to gain momentum. The second video is released on September 22nd.

Supporting Information



See attached promotional videos [here](#) and [here](#).

The Unibet Welsh Jump Jockeys Derby takes place on Friday 13th October at Chepstow. The riders are:

Sean Bowen

James Bowen

Jack Tudor

Richard Patrick

Connor Brace

Lorcan Williams

Robert Williams

Isabel Williams

Ellie Williams

Ben Jones

Ellis Collier

Alan Johns

Adam Wedge (special permission to ride – he's English but based in Wales for many years)