



Showcase
& Awards
2024

Doncaster Racecourse – The Summer Series

The Marketing Category



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RACING POST



Objectives



This year it was all about the summer series at Doncaster Racecourse!

In previous years our summer fixtures were marketed and delivered on an event-by-event basis. However, we knew we could have a greater impact and therefore we created our Summer Series which took place from May – August. The objectives were:

- The development of a brand identity across Doncaster Racecourse's Summer Saturday fixtures.
- To deliver general attendance growth across the summer fixtures versus the same dates in 2023.
- The creation of a marketing strategy that would promote greater customer engagement and higher levels of customer conversion.
- To promote ticket upgrades to the highest possible offering (Hospitality and Restaurant covers), enhancing our ticket revenue within a challenging attendance environment.
- To increase on the day spends per head through the promotion of new food and drink offers and realise opportunities for additional revenue streams.
- To encourage multiple guest visits across the series.

Delivery

The summer series focused on fantastic racing within the following themed Racedays:

- The Boyband Experience
- Indie Icons
- This is Tennessee
- Summer Anthems
- 80s Rewind
- The Near as Tour



Marketing

With a wide range of events, the entire marketing mix was utilised. The marketing strategy was to have a broad overarching campaign focusing on the summer series as a whole, alongside more targeted raceday specific campaigns aimed towards key demographics. All creative executions throughout needed to follow a similar creative strand to ensure the campaign felt cohesive and resonated with the local audience.

The campaign was built to first raise awareness at the top of the funnel using above the line channels such as bus sides, radio, local PR and press. We then followed up with a series of more targeted conversion led campaigns such as retargeting, search and Meta.

On the day activations included:

- Promotional F&B offer
- Instagram-able moments featuring themed props across the course
- Themed merchandise for each fixture (e.g. Cowboys hats).
- On the day customer social media engagement that also focused on the following days within the series (including customer sing-alongs/guess the song).

Results



The summer of 2024 was officially the coldest summer since 2015... However, that didn't hold us back. Our fun filled summer series as a result of the marketing activation that surrounded this delivered an incredible result.

Versus 2023 we achieved the following:

- 27% increase in revenue across the series
- Our total audience has increased by 6%
- Our restaurant sales increased by 90%
- Hospitality box sales also increased by 9.1%
- Spend per head in F&B increased by 20%
- The delivery of an entirely new revenue stream via the additional on the day merchandise.
- A 3% increase in returning customers throughout the series.
- In addition to this – we were visited by the AA for the RCA – on Saturday 3rd August (This is Tennessee fixture) – the score improved by 5% versus 2023 and triggered entries into the RCA categories for “The Best Racecourse Welcome” and “The Best Racecourse Customer Service”.

Marketing stats

- 133,604 users looked at the pages, across 180,557 sessions.
- Year on year across the same period, the engagement rate was up hugely from 34.73% to 76.85% (up +121.29%), over double.
- Online conversion rates also grew year on year. Conversion rate was up +23.34%.