



Showcase
& Awards
2023

Goodwood Racecourse

Marketing

Three Friday Nights

#3FN

WITH OUR FRIENDS FROM



Proudly partnered by



Racing
Together

RACING POST



Objectives



Objective

- Evolve the Three Friday Nights into a more immersive, engaging music experience that appeals to a different, older, and classier demographic

Strategy

- Implement a transition strategy starting with a Reflection theme and then build it over three years to a full-on theme where the named DJ becomes almost secondary

KPI's

- Driving a younger audience to racing
- Increase Net Promoter Score and Satisfaction from 2022
- Encourage ticket sales for remaining 3FN dates
- Gain coverage through as many social channels as possible

How this was achieved

- Focused on the public perception of the event and relaunching the three nights with more sophistication in a way which builds 2023 – 2024 – 2025 and beyond. Creating a new identity, Reflection, that would clearly signify that something different is happening, a theme that “feels big and brilliant” but also “not a rave club night”



Marketing Activity

- Beer mat advertising with QR code to exclusive discount
- Collaborative approach with Pacha including joint social assets shared with Pacha's and the DJ's audiences, and Pacha branding on our digital channels as well as out of home advertising
- Ad vans strategically placed including in Brighton for the Land Beyond Festival weekend
- Worked with local influencers for Friday 9 June night to help drive sales for the other fixtures. Influencers were given a ticket promo code for £5 off tickets to be able to post across their channels

On Event

- Invested in theatrical treatment; Healthy Hedonsim with a celebration of disco culture
- Wow moments were delivered with new, immersive set dressing that incorporated shimmer panel Instagram moment backdrop, glitter trees, disco dancers, warm up DJ, mirror covered bar frontage and suspended disco balls
- Revised production format "super-charged" the DJ experience through additional lighting, tube lighting around parade ring dance floor and new pyrotechnics created a more intimate audience experience

Pacha Partnership

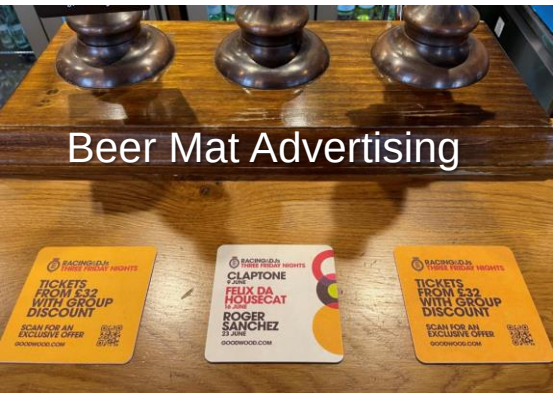
- New for 2023 and a first for racing and music nights at Goodwood, a collaboration with Pacha celebrated our collective love of hosting amazing parties and connect with audiences to each other's brands
- Elevating our Three Friday Nights brand with new on event activation including on site advertising, Pacha warm up DJ's and an unforgettable competition prize of a night stay at El Hotel Pacha for two, £1,000 towards flights, VIP experience for two at Pacha Ibiza for Claptone in 2023 which includes VIP entrance and a VIP table
- Entries for the competition were made via the Goodwood Racecourse website with QR codes displayed around the racecourse to link directly to the competition

Results



- Beer Mats = **211,200 views from the 33,000** beer mats that were distributed
- DAX = **224,528 impressions** which had a **listen through rate of 210,245**
- Radio Capital = **2 week campaign generated 685,000 impacts**
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- Bus = 6 bus fleets (Aldershot/Guildford, Brighton & Hove, Fareham, Portsmouth, Southampton and Winchester). Staggered over 6wks achieved **impressions of 926,600**
- Floor Stickers = estimated **125,000** people per week
- Direct text to targeted audience generated a **6.64% click through rate**
- Solus Theme announcement email and Pacha announcement email to database **generated 48% open rate and a 5% click through rate**
- Sales and web traffic picked up in line with bus rear advertising, leaflet drops and beer mat advertising going live
- Friday 23 June saw a **sell out crowd of 11,500** attend Grammy Award Winning DJ, Roger Sanchez
- SMS and two solus emails generating click through rates hugely above our average **click through rate (2.87%)**
- The week we announced the Pacha collaboration we had our **highest week of sales**, 43% more than same period in 2022
- A total of five local influencers attended on Friday 9 June with a total of **79.2k followers combined**. They pushed out our ticket code offer and the new reflection theme
- Over **28,000 race goers** descended across the three nights.
- 2023 saw a **Net Promoter Score of 43 and 57%** of respondents classed as 'Promoters'. Both increases on 2022
- We have increased our young audience to racing. See supporting information for the split of ages for racegoers compared to a Qatar Goodwood Festival attendee at age 48

Supporting Information



Beer Mat Advertising

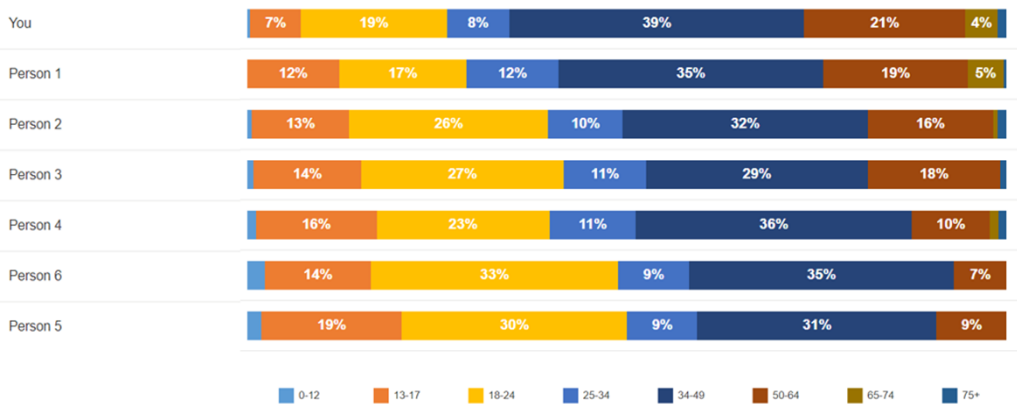


Ad Van Advertising



Collaborations with Influencers

How old are you and your guests?



This breakdown shows the split of ages for racegoers and their guests which is significantly lower than the average age of a Qatar Goodwood Festival attendee at 48 years.

[Pacha Partnership placement and Trailer Video Link here.](#)

“I would like to thank everyone so much who were involved for our trip to Ibiza that we won at the pacha competition. We have had an amazing time and made memories to last forever. Everything went perfectly and our hospitality from the team at pacha was brilliant. Thank you so much again for the unforgettable experience!” Winner of Pacha competition