



Showcase
& Awards
2024

Musselburgh Racecourse

The Marketing Award

Egging on the favourite



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RACING POST





Objectives

In the past 2 years, we have noticed a trend of corporate bookings moving away from large to small intimate bookings. We conducted our own research including speaking to previous clients/suppliers, other Scottish venues & new business contacts that confirmed that this trend could be here to stay. The Scottish corporate hospitality market has become highly competitive and overly saturated in this time, with the increase in the quantity of local/national events/sporting events/concerts as well as the calibre of artists that these venues are now able to attract for example, Beyonce, Taylor Swift & Harry Styles. Edinburgh has a bustling and thriving business sector, but Musselburgh Racecourse is often on the periphery due to its location.

Added to the above, corporate budgets have been stretched due to the turbulent economic environment. Our focus for 2024 was to pinpoint what the corporate market was looking for and create unique (yet affordable) experiences that cater for various corporate hospitality budgets. Our focus was on how to diversify our hospitality offering and drive hospitality bookings, using our Easter Saturday raceday as a pivotal building block to engage and build momentum.

Alongside our core hospitality marketing strategy, we needed a campaign to create some buzz and generate hype around a corporate day at the races & introduce our new tailored experiences. This is how our **Egging on the favourite** campaign was born.

The main objectives of this campaign were to increase/reignite raceday hospitality awareness within the key corporate hospitality market in Edinburgh & surrounding areas; re-appeal to lapsed business clients and engage/attract new clientele highlighting the variety of racedays/corporate packages on offer throughout the year; generate a buzz around Easter Saturday & other racedays. Our KPI's were strategically selected to reflect the above objectives, ensuring that the campaign reached its potential timely & at a low-cost.

KPI's: Increase awareness of Musselburgh Racecourse & appeal to corporate hospitality across all racedays.

- Create a multi-tiered campaign through traditional & digital activity.
- Increase raceday like for like hospitality bookings by 5% & profit by 5% due to diversification.
- Increase Easter Saturday admission pre-sales by 12%.
- Create +10% high quality corporate hospitality leads from the egg drop.
- Achieve 2 bookings from lapsed and new clients.
- Achieve 30,000 social organic reach with a focus on LinkedIn.
- Deliver campaign at less than £1,000.



Adapted 2024 corporate hospitality approach...

- With the trend insight, we diversified our hospitality, creating packages across other areas in the racecourse that are suitable for smaller bookings (2-8 guests) that focused on value. We repurposed our Lothian Suite (normally for large 50+ group bookings) into our Epperston Restaurant, growing this restaurant capacity by 20 guests per raceday, introduced our new Racegoers Experience (creating new capacity of 50 guests) & the Punters Experience during the summer months which offered a more affordable 5-star hospitality option, with a home hearty menu. We took an in-depth look at our menus, providing a flexible menu option depending on the clients wishes. On select days, our private boxes turned into a restaurant style approach with shared or private tables of ten.

With our adapted experiences, we needed to go to market and created our Egging on the favourite campaign.

Egging on the favourite activation...

- We created a multi-tiered marketing campaign with a traditional and digital approach to maximise organic, low-cost exposure.
- To create a buzz, we decided to gift a luxury Easter Egg to an exclusive list of 65+ companies including top lawyers, solicitors, architects, media, insurance, accountant firms within the main business quarter in Edinburgh. Targeting organisations that we would see the best ROI. Advanced phone-calls were made to ensure we got the correct contact (event bookers/organisers/key decision makers) to speak to on the day.

Egging on the favourite activation continued...

- We partnered with Cocoa Black (a well-known leading Scottish chocolatier) to create 65+ luxury chocolate eggs and provided mini hammers to crack the eggs open.
- Addressed to the Director of Fun, these eggs were personally hand delivered by the Musselburgh Races team. Recipients had to crack the egg to see a secret message. Inside the Easter egg was a bespoke note and complimentary tickets to our Easter Saturday raceday.
- An invitation to enter our hospitality competition by sending a photo/video of the team with the egg was also included and we encouraged entrants to share these on social media.
- They were then entered into the hospitality competition to win the main prize, which was to win a hospitality day out in the Punters Experience (highlighting this new package).
- Entrants were asked to subscribe to our hospitality database, where they received targeted emails promoting racedays throughout the year. Our Easter Egg gifts also included our 2024 hospitality brochure.
- The bespoke letters also cross promoted our popular Edinburgh Cup Raceday, and Ladies' Day ensuring we maximised the opportunity as much as possible.
- To help with raceday sponsor engagement, the raceday sponsors, Virgin Bet, were mentioned (including logos) within the copy of the bespoke letters to each company.

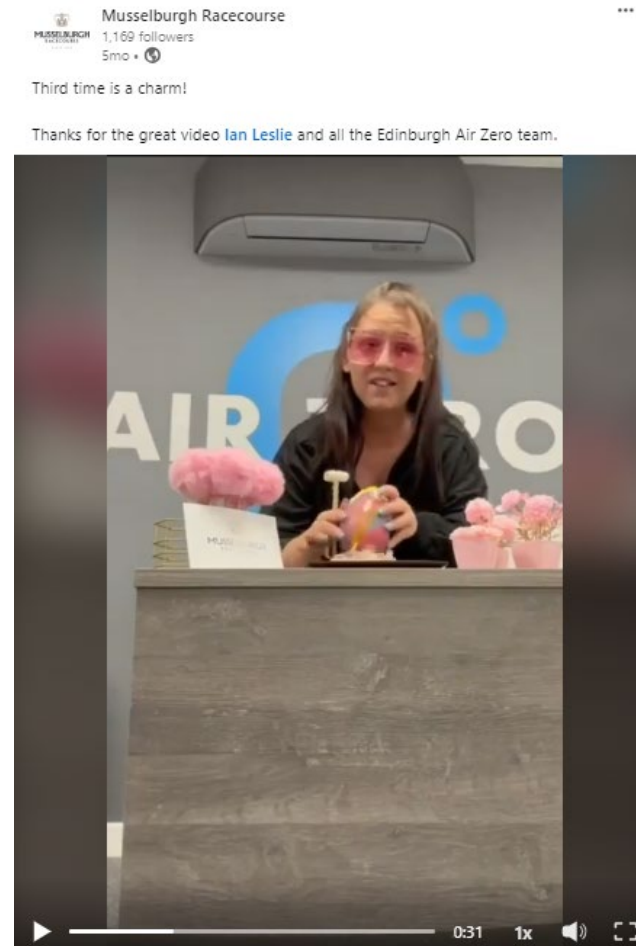
Results

Increase Musselburgh Racecourse Awareness & appeal of corporate hospitality across all racedays.

- 65 eggs delivered; 28% of the targeted businesses claimed the complimentary tickets to our Easter Saturday raceday.
- Since this campaign, hospitality profit has grown (like for like) by +9.88% YOY and bookings 9.55% YOY which is a great success given the turbulent hospitality market.
- Auxiliary results helped to support admission sales. Easter Saturday admission pre-sales were +16.5% YOY, unfortunately the raceday was abandoned due to a water-logged track.
- 26% contacts/leads were added to the hospitality database.
- Achieved two strong bookings within 2-months of the campaign from lapsed and new clients, both bookings were over £7,000 each and for a summer fixture.
- Over 45,000 estimated organic social reach. The reach for this campaign is about quality, not quantity with good coverage on LinkedIn to a corporate network.
- By offering a generous giveaway, we created a buzz that extended beyond our current corporate hospitality base, enticing new clients to the racecourse.
- The total cost of this campaign was less than £880.

2025 Enhancements

- We intend to repeat this campaign in 2025 with the wider geographical spread including business hot spots in the Lothians (East Lothian & Midlothian).
- Further partnership with Scottish chocolatiers and possible sponsors.
- Enhance the social reach further and have the entry mechanic via the company social media.
- Invite new leads to a complimentary event in October to help engage and promote 2025.
- We will re-target 2024 entrants with our 2025 hospitality brochure.



Supporting Information

Sheryl Macaulay • Following
Partner - EQ Accountants | Tax Specialist | Chartered Accountant
5mo • Edited •

Such a fun delivery at our Edinburgh office this morning!

Egg smashing! We were lucky enough to receive a delicious Easter egg from [Musselburgh Racecourse](#) with 6 free tickets inside! Many thanks

[Douglas Home & Co](#)



boogieinthemorning
Original audio

boogieinthemorning Thanks to @musselburghracecourse for the Easter Egg but I'm on a health kick so won't be eating it...
#musselburghraces #easter #egg #chocolate #notanad
22w

musselburghracecourse we hope you enjoy it
22w 6 likes Reply

martynewart The one day I'm not there...
22w 35 likes Reply

View replies (3)

avandy1012 nice one Arlene, can always rely on you
22w 3 likes Reply

laurajthomson79 "Ineffective"
22w 4 likes Reply

lynneontheradio
22w 1 like Reply

alfiejouk That's a true mate, taking on the calories for yal
22w 2 likes Reply

jeanie_toots Was waiting for Arlene to break it
22w 4 likes Reply

Liked by [grantsstottanair](#) and 1,189 others
March 26

Add a comment...



Ruby Sweeney • 2nd
B2B Conference & Events Expert and Founder of The Events Hub

This is so cool, [Sheryl](#)!
I hope the chocolate egg was shared!
Looks delicious

Like · 3 · Reply · 2 Replies



Sheryl Macaulay **Author**
Partner - EQ Accountants | Tax Specialist | Chartered Accountant

[Ruby Sweeney](#) absolutely shared!! It didn't last long

Like · 1 · Reply



Graham Young • 2nd
Sales Director at Pentland Material Supply Ltd

[Sheryl Macaulay](#) extra visits to the gym!!

Like · Reply



Sandie Knudsen • 2nd
Photographer and CEO of Forest Light Studios, Scotland

How clever!!

Like · 2 · Reply · 1 Reply



Sheryl Macaulay **Author**
Partner - EQ Accountants | Tax Specialist | Chartered Accountant

[Sandie Knudsen](#) so good!

Like · 1 · Reply



Graham Young • 2nd
Sales Director at Pentland Material Supply Ltd

Looks like fun and rewarding!!

Like · 2 · Reply

LinkedIn & social media examples:

- Bauer Media, [click here](#).
- EQ Accountants example, [click here](#).
- Johnston-Harris Architects, [click here](#).
- Air Zero, [click here](#).