



Showcase
& Awards
2023

Musselburgh Racecourse

The Marketing Award
The Corgi Derby



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RACING POST





Objectives

The first Corgi Derby took place at Musselburgh Racecourse in 2022 to mark the Queens Platinum Jubilee celebration & placed a spotlight on her love of horse racing & corgis. After achieving worldwide coverage including articles in [Wall Street](#), The Herald, The Independent, The Metro, front page in The Scotsman & achieving 50,000,000+ press reach value; TV coverage on ITV racing, BBC news, STV news & live coverage on Sky News plus extensive social media coverage including Racing TV's clip receiving over 520,000+ organic views with 20,000+ engagements, it was decided that the Corgi Derby was a keeper & would be retained as part of Musselburgh's innovative Easter Saturday line-up ([mini-Queens Cup started in 2018](#)).

The race was strategically moved to Easter Saturday in 2023 due to the natural family appeal & to actively support GBR's national campaign to attract more under 18s. We also wanted to retain our strong connection with the late Queen & as Easter Saturday features The £100,000 Queens Cup race (*received its name following Queen Elizabeth II's visit to Musselburgh Racecourse for our Bicentenary Raceday in 2016*) we felt it was very fitting.

Added to the above, the mean for dog ownership in Scotland is 29.3% (Mosaic UK Grand Index with the key Mosaic UK groups: Country Living (higher income) & Family Basics (two categories that Musselburgh doesn't over-index in & would like to tap into further) & as Musselburgh Racecourse is a very dog friendly course, we wanted to highlight this even further.

The main objectives of this campaign was to increase raceday awareness & appeal to a new demographic, add an extra element of fun to the raceday & generate a buzz so racegoers will want to come back year on year & as well as to other racedays. Our KPI's were strategically selected to reflect our key objectives, ensuring that the campaign achieved its full potential at a low cost.

KPI's:
Increase Musselburgh Racecourse Awareness & Appeal of Easter Saturday Raceday

- Create a multi-tiered content plan through PR & digital activity, regionally & nationally.
- Drive increased Easter Saturday footfall
- Reach new markets (Country Living & Family Basics) through organic digital activity
- Exceed PR coverage value of 10+ million
- Achieve social organic reach of 100,000+ & 100,000+ organic video views

Add to the Customer Raceday Experience

- Achieve a NPS of 70+
- Encourage frequency of visits to over 1.2



Delivery

Countdown to The Corgi Derby...

- A multi-tiered content campaign maximised organic exposure. Bespoke digital content pieces were crafted to create more hype surrounding the raceday & activity. Teasers were used to maximise interest including '[Meet the Corgis](#)' social content. We encouraged entrants to share across their networks.
- Targeted custom audience Facebook & Instagram adverts were used to tap into the key demographic. Organic reach was key to keep our marketing costs low. Content was shared in key Corgi & dog social media groups - The UK Corgi Facebook groups were buzzing in the lead-up to the event.
- Press was elevated: TV interview (That's TV) took place with the 2022 winning owner; targeted press releases were issued to relevant regional press in the Corgis home locations; special attention was given to the corgi called Paddy as he is a distant relative of the Queen's Corgis & this was his last race before retirement from racing so there was a good hook.
- For extra appeal & to elevate the activity, Judy Murray was invited to be the starter for the race. She promoted the race & raceday on her social channels in advance & post-raceday.
- To keep a local angle, The Corgi Derby prize included a bespoke Corgi felt dog with removable Easter bunny ears, handmade by a local designer with national & global reach.
- Race entries closed early as we were inundated with requests. 16 Pembroke Corgis were signed up & a number were waitlisted. There was huge amount of interest from the dog community from all around Great Britain with dogs desperate to race & willing to come from as far as Suffolk (nearly 7 hours drive from Musselburgh).

On the Day...

- [Watch the footage ITV coverage](#) of The Corgi Derby & [Racing TV coverage](#).
- The corgis came along with a full entourage (120+ people), who stayed all day & were introduced to the world of racing. We also welcomed fellow corgis & their families from all around Scotland, who weren't taking part in the race, but the event had developed into a major corgi gathering. Data was collected for all attendees.
- To help build up the atmosphere before the race, the dogs paraded in the parade ring & our raceday presenter ran through each dog highlighting their unique personalities, likes & dislikes, setting the scene for an action-packed race.
- The race took place 30-minutes after gates open so we could attract racegoers on-course early.
- To bring the pre-event campaign on-course, we mirrored a selection of our bespoke content. For example, we crafted a 'Meet the Corgis' for CCTV
- [Corgi runners](#) featured in race programme (page 10-11), imitating the format of a traditional horse race.
- As we had a new audience on the day, we ran a golden envelope treasure hunt competition, so our new racegoers familiarized themselves with the site. The prizes contained complimentary tickets to highlight other racedays throughout our calendar.
- To help with raceday sponsor engagement, we worked closely with the raceday sponsors, Tote, who secured a branded winner's rug for the champion corgi, offering them additional exposure post race.

Results

Increase Awareness of the Raceday

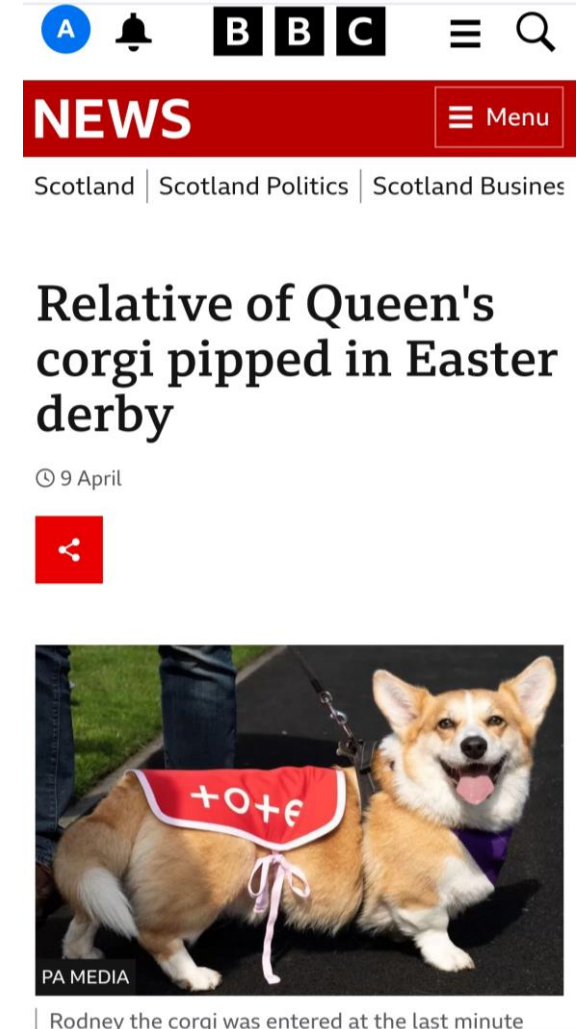
- General admission income grew by £7,492 compared to 2022
- Digital PR reach for 2023 was 20,000,000+ million, [click here](#) for a selection of the coverage, worth over £550,000 PR value.
- Achieved national & global coverage including [BBC News](#), [The Independent](#), [Yahoo](#), [The Evening Standard](#)
- Mentions on Radio 2, Forth One & other large regional & national radio stations
- Organic social reach achieved was 250,000+, with 110,000+ organic video views.
- Marketing budget for the Corgi Derby was tight & was mainly all done in-house. The campaign reach was achieved within a budget of less than £1,200
- The database gathered on Easter Saturday been subsequently used to promote other racedays in 2023 including the Luca's Ice Cream Family Day & The Musselburgh Gold Cup Family Day. 214 lead bookers (21%) from Easter Saturday have returned to racedays over the summer.
- Our concessions, carers & child tickets for the day grew by 5.1% YOY indicating an increase in Country Living & Family Basics Mosaic profile groups.
- Frequency of visits (general admission only) from Easter Saturday over the next 5 months was 1.52 (industry average is 1.24 frequency)

Add to the Customer Raceday Experience

- Net Promoter Score of 78 (one of the best we've had) with excellent feedback regarding the Corgi Derby inclusion – see example on supporting information slide.

2024 Enhancements

- Partner with charity The Edinburgh Dog & Cat Home to tap further into the local dog lover demographic & key mosaic profiles via cross promotion & fundraising
- Further transform the race via sponsorship/engagement with sponsors followers



Supporting Information

- Press coverage -> [The Scotsman's coverage 1](#); [The Scotsman coverage 2](#); [click here](#) for a selection of further the coverage.
- Some social cover, [click here](#), [Yahoo TikTok](#).
- [Instagram stories from the raceday](#)
- [Easter Saturday highlight video](#)

Racegoer Feedback

- *"First time at Musselburgh in many years - really enjoyable day and much effort had clearly been put in to successfully generate a good atmosphere - Corgi Derby, Easter eggs for kids etc"*



THE CORGI DERBY

BECKETT
Super loving, fun corgi. Originally from Wales, Beckett spent the first year of his life in London, then moved up to Edinburgh. He loves the beach, any and all humans, and playing with his corgi friends! He'll be three in April.
OWNER: Heather Silman COLOUR: Sage green

BUDDY
Buddy is six years old and spent his first few years in China, so he is "bilingual". He is not a natural athlete, and likes to be carried around in a backpack. However, he can be motivated to run with enough treats.
OWNER: James Lowery COLOUR: Peach

FERN
Fern is a cuddly Corgi, but she can hold her own with her naughty sister. She is nearly 2 years old. She loves digging the garden up and loves swimming in water.
OWNER: Amanda Brown COLOUR: Yellow

GEORGIE RUMBLES Last year's Corgi Derby winner!
Georgie the Corgi is 15 months old, she came all the way from Wales so she's a genuine 'Welsh Pembroke' corgi. A very affectionate and loving dog, who kind of 'smothers' you rather than cuddles. Definitely a mischievous dog, always up to something she shouldn't be, don't let her cheeky smile fool you!
OWNER: Alison Rumbles COLOUR: Red

2023

