



Jockey Club Racecourses

Racing Connection - Jockey
Club Racecourses' proactive
Equine Welfare Social Media
and Comms Campaign

Proudly partnered by



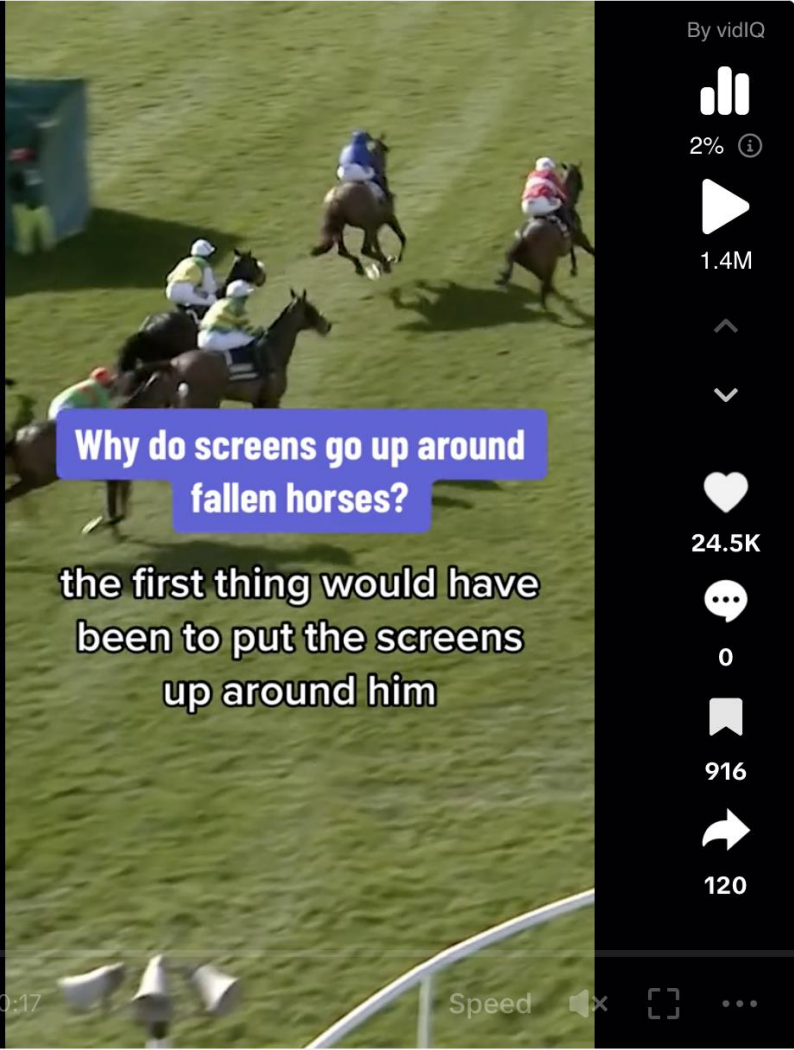
Objectives

For the first time, months before the challenges of Animal Rising became so apparent in April, Jockey Club Racecourses created an equine welfare-focused campaign, to cover many different areas alongside social media – where the conversation of welfare thrives. We believe that this is one of the first times that a racecourse (group) has launched a proactive welfare campaign in such a manner.

As it turned out horse racing in 2023 has faced some extremely confronting headwinds, particularly around the question of equine welfare. The campaign was to be primarily focused on positive storytelling to drive awareness and understanding of high levels of facilities and vet support that the racecourses offer horses, whilst at the same time fulfilling its role as objective of being engaging & shareable. We want to tackle, head on, the veracity of the fact horses can get injured, but we have the facilities and necessary measures to treat them at the forefront of veterinary science.

Given the budget of £20,000, we planned for a minimum delivery of 750,000-1million video views across our owned platforms, with further coverage from TV channels. We also set expectations on a largely positive sentiment and net-gain to JCR as a brand, though we knew the pieces would not be without its detractors due to the topic.

Of course, this all needed to sit alongside the reactive welfare media management that we have undertaken for many years at the major meetings and which came to the fore this year with the challenges posted by Animal Rising. This is all part of the wider Equine Welfare Comms Strategy.



Delivery



Three different proactive elements of the campaign

1. Storytelling around specific horses showcasing welfare in action – the CARE series
2. Informative edits to widen understanding – known as racecourse videos
3. Organic, reactionary posts to reflect what may be happening on the course during racedays
 - Similarly, reactive videos to the welfare questions asked on our social channels, challenging misconceptions and proactively responding with expert knowledge

Key customer and consumer channels:

TikTok – Our most uneducated audience, we produced vertical edits with long form & short form versions with much more cues throughout the piece to aid explanations

- **Facebook** – Our second-most important audience due to education potential & audience size
- **Twitter** – This was chiefly for the racing industry, not necessarily the target audience, but were important readers nonetheless to buy-in to our objectives. They engaged willingly due to the emotive stories we were telling & pride in the objectives.
- **YouTube** – Our smallest audience, it also
- **Instagram** – An audience mix of TikTok & Twitter, with similar objectives & results to those
- **LinkedIn** – Showcasing our work to sporting peers & businesses, epitomising our brand values
- **Media (Racing TV, ITV)** – To expose the content on other channels
- **CRM / Website** – Akin to Twitter

The three CARE stories, our hero pieces of large, long-form storytelling pieces were boosted across Facebook.

In the racecourse videos, we showcased recent investment projects, key areas of good practice and reiterated our commitment in this area. We also showcased the expertise of our staff, from Clerks to vets.

In reactionary content, we celebrated positive welfare moments and specifically went out of our way to showcase welfare best practice typically missed by mainstream media, such as [vet student washing down Corach Rambler following the Grand National.](#)

Results

A total of **over 10M views and over 420K likes** – which greatly exceeded our expectations

NB – Buzz, the third in the Care series will be launched in October, not included in data

Other racecourses have followed suit and done similar videos in the build up to their Festivals, which is great for wider industry welfare positioning.

Type of Content	Posts	Views	Likes	Paid Spend	Cost
Two Care Features	20	1,073,816	35,968	£1,000	£9,875
In The Moment	19	9,416,903	393,021		£0
Welfare Videos by course	11	29,943	753		£3,250
TOTALS	50	10,520,662	429,742	£1,000	£13,125

TESTIMONIAL FROM GABI WHITFIELD, HEAD OF WELFARE COMMS, GREAT BRITISH RACING

“Creating both emotive and informative storytelling is a core ingredient of strong welfare communications. There is an ever-growing need to build trust and confidence in the sport’s relentless focus on improving safety and prioritising the everyday care of the thoroughbred both on and off the track. This is about showing pride and purpose in all that we do and not shying away from more challenging topics. The Jockey Club team has done a great job this year identifying where they can create practical, positive content to inform and educate, and has also produced wonderful emotive stories with their CARE series. It’s brilliant to see the Jockey club team’s prioritisation of equine welfare in their communication mix.”

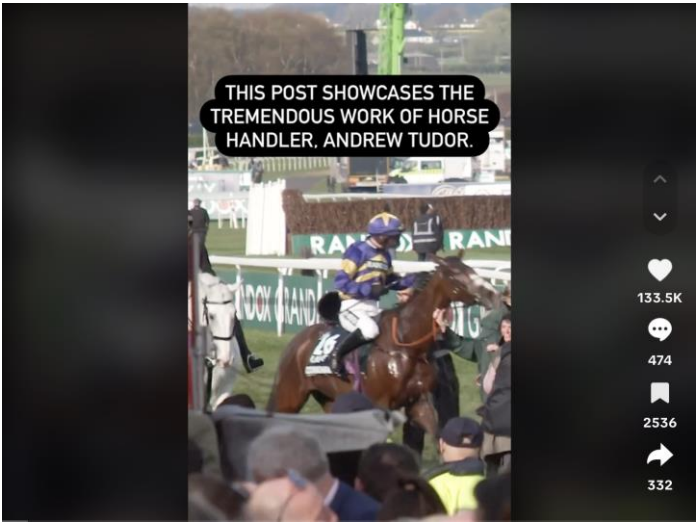


Supporting Information – Content Examples

CARE series, narrative long-form based around a horse – view [here](#)



In The Moment – showcasing welfare on the biggest stages, as it happens – view [here](#)



Challenging comments on social media with expertise - View [here](#)



Welfare videos by course – explaining the facilities & expertise available – view [here](#)



Fan reaction

bex_wren_1 18 w
I watched him and thought how brilliant he was just going back and forward collecting water unconcerned about anything else that was happening just the horse... thank you for a fab 3 days and all the hours you put in behind the scenes 🍷

Richard Farquhar @RCFarquhar · Mar 12
Simply outstanding piece of work. Plaudits to the team who put this together. [#HorseWelfare](#) [#CheltenhamFestival](#)

John Clare
I'm sure he's a well respected Vet, I'd take his advice, if I had a horse 🐎👍

gavinford23 18 w
It's great to see those working behind the scenes getting a well deserved mention

Anrol
Do i own a horse? No. Do I ride horses? No. Do I watch horse racing? No. Did I watch this intently? Yes.

KarmenGboys
The horse first 🤔🤔🤔 nothing without the horse he knows 🤔🤔🤔

Michael Teeney @mteeneyracing · Mar 12
This is brilliant 🙌
Would love to see more like it 👍