



Showcase
& Awards
2025

Aintree Racecourse
Ladies Day Marketing
“Fearless Style, Unforgettable Stories”

Proudly partnered by



Objectives

At Aintree Racecourse, we see Ladies Day at The Randox Grand National Festival as much more than a fixture on the sporting calendar. It's our opportunity to showcase horseracing to new audiences, to introduce the sport to those who might never have considered it before, and to put Liverpool on the map as the home of the original Ladies Day.

But in recent years, Ladies Day has been under the spotlight for all the wrong reasons. Media coverage has often reduced it to a spectacle, reinforcing outdated stereotypes. We knew if Ladies Day was to continue leading the way, we needed to reframe it as bold, inclusive, celebratory, and a must-attend experience for a new generation. Known locally as the 'Scouse Met Gala', we wanted the campaign to lean into Liverpool's roots as a city known for its fearless approach to style.

The 2025 campaign was designed with clear objectives:

- Bring new life to the event by increasing attendance among 18–24-year-olds by 20%.
- Ensure our most vibrant space, the Festival Zone, grew by at least 10%.
- Sharpen the efficiency of our digital marketing, with a focus on driving higher conversion rates.
- Put the sport of horseracing in front of new audiences, by increasing the number of first-time attendees by

Beyond the numbers, the campaign carried a deeper mission: to reclaim the spirit of Ladies Day. To turn it into a platform for confidence, individuality, and unforgettable memories.



Delivery



Our Ladies Day marketing campaign was underpinned by the line “*Fearless style, unforgettable stories*”. This wasn’t just a slogan, it was a statement. A promise to our customers that at Aintree, boldness is celebrated, glamour is embraced, and every story is worth telling.

The campaign deliberately leaned into what makes Aintree unique- the unapologetic colour, the extravagant outfits, and the playful energy that other racecourses shy away from. And it sent a clear message to the media, the world’s original Ladies Day is not about fitting in, it’s about standing out.

To reach new and younger audiences, we knew we had to go beyond traditional marketing. Our strategy combined OOH and digital campaigns with innovative partnerships designed to remove barriers to entry.

- Student Beans became our key affiliate partner for tapping into the student market, with exclusive discounts that drove both reach and conversion.
- Klarna payment options opened the event up to those with lower disposable income, particularly younger fashion-conscious audiences.
- Our creative executions featured young racegoers front and centre, amplified with UGC-style content that felt authentic to social-first audiences.
- Influencers such as Josie Peaches and The Scouse Stylists helped us reposition raceday style as something viral, fresh, and aspirational.

A mix of targeted creative and contextual placements ensured that our message reached exactly the audiences we wanted to attract and inspired them to see Ladies Day not as a traditional race meeting, but as *their kind of day out*.

Results



Against a flat year-on-year marketing budget, we delivered some of the strongest results in over a decade. Attendance surged by 15%, achieving the second-highest Ladies Day turnout in 12 years. Crucially, 41% of these customers were aged 18–24, a 59% uplift on the previous year that put us well ahead of our objective to grow younger audiences. Our efforts also proved effective in opening the sport to new fans, with more than half of all attendees experiencing a raceday for the first time. This translated directly into demand for our entry-level enclosure, The Festival Zone, which sold out completely and drove a 13% increase in sales compared with 2024.

Digital campaigns outperformed expectations, delivering a 52% revenue increase and a 78% uplift in ROI. By creating hyper-targeted, research-led audience pools, we ensured campaigns reached the *right people at the right time*. The results went beyond sales: post-event surveys confirmed that these audiences experienced the right raceday for them. 18–24-year-olds rated the day highest of all, with an NPS of 64 (13 points above average).

One of the standout successes of our digital strategy was the Student Beans partnership, which drove a +350% increase in ticket sales and 218% YoY revenue growth. This initiative was integral in attracting both younger audiences and new customers. Importantly, 48 of these bookers have already secured tickets for 2026 at full price, and one 2025 Student Beans booker has even upgraded to a hospitality package for 2026, a strong indication of long-term customer value. Klarna campaigns also played a vital role, supporting a 15% increase in new customer acquisition.

And perhaps most importantly, Ladies Day style went viral. Our organic fashion content reached more than 1 million views, sparking conversations far beyond the racecourse. Ladies Day 2025 was more than a marketing success, it was a cultural reset. We shifted the narrative from outdated clichés to a bold celebration of individuality. We welcomed a new generation to horseracing and created experiences that will keep them coming back.

Supporting Information

Campaign Message



Student Beans



Klarna



TikTok

