



Showcase
& Awards
2025

Ascot Racecourse Marketing – Free The Ascot You



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Objectives

The goal was simple...the biggest Royal Ascot campaign ever!

- **The Evolution:** Build upon the first two years of 'The Ascot You' campaign and push the concept further in its third iteration. The goal has been to reinforce Royal Ascot as a cultural 'must-attend' event in the summer social calendar attracting guests within and beyond the sporting landscape.
- **The Scale:** Creating scale through smart investment in media planning to get as many people as possible in our target market to see not just Ascot but racing and the excitement of the occasion in their daily lives through a variety of online and offline mediums.
- **The Sales:** Grow our audiences and encourage more groups to increase average basket-sizes back to pre-pandemic levels. Bridging gaps by selling out earlier YoY and finding opportunities for growth in underperforming products.



Delivery



All Eyes On The Campaign

- ‘Free The Ascot You’ was developed around bold, simple and visual storytelling. A one-day shoot, working with one of London’s leading independent creative agencies – 20(Something), to turn Ascot’s 179-acre estate into the ultimate film studio. Over 500 individual assets all geared to a different role whether that was driving initial awareness and consideration, or maximising conversion through optimised performance.

Maximum Media Impact

- Strategic timing and smart investment, with a reduced budget, allowed us to go to market earlier and achieve more placements than ever before. During the key campaign period, we sat as one of the top 5 biggest out-of-home advertisers, supported by a long-term complex digital media plan which combined awareness driving tactics with relentless focus on ROI including Google, Meta, Tiktok, Reddit and Display.

Sweating The Estate

- Having invested significantly over the last 12 months in a far-reaching digital transformation project, great emphasis was placed on driving revenue from our owned existing audience. Thanks largely to our new data warehouse, we drove record revenue from communications and a significant increase on conversion rates through our new website. This paired with an extensive on-site advertising campaign throughout the year driving our highest ever levels of retention for eight years. Additionally, for the first year, our social media management was brought in-house and saw a +284% increase on engagement YoY with a fresh and exciting content calendar.

Making Headlines

- A considered events programme was run in the six months leading up to Royal Ascot, including our Fine Dining launch promoting 29 Michelin stars cooking in the Royal Ascot kitchens. This was then followed by racing’s first-ever London Fashion Week event to celebrate 10 years of the now world-famous Millinery Collective. We launched our annual Royal Ascot Lookbook in style with a London Summer Soiree in May, closely followed by the latest “Royal Ascot on-the-road” event in Dubai. Our feature film celebrating 200 Years of the Royal Procession was shown live on ITV1 and has 1.1m views on our YouTube channel – driving more awareness in advance of Royal Ascot.

Results



The Evolution

- Our film creative was awarded 'ad of the day' by global business magazine Campaign, on the week of launch.
- The campaign display delivered an estimated 200m impacts, putting a significant amount of 'eyes' on Ascot and racing.
- 10% uplift in brand recall for the Campaign from our post-event surveys, emphasizing the way that 'The Ascot You' taps into the emotional resonance of consumers.

The Scale

- £2.9m in media value driven through smart contra negotiations on a £65k investment proving it's not always about simply having a big budget.
- 80 e-mail campaigns covering a total of 6.27m e-mails sent to our owned database to engage known audiences.
- 53m organic impressions on social media across the seven days over Royal Ascot week (+151% YoY).
- 66.5k new follower growth to our social media channels across the week of Royal Ascot (+145% YoY).
- 9.4m organic video views across the week of Royal Ascot (+221% YoY).

The Sales

- A savvy ROAS of £4.36 with digital attributing to 12% of overall revenue.
- £414k worth of sales attributed directly to tailored e-mail communications.
- 10% YoY (vs. 2024) uplift in paid ticket attendance, including +18% growth YoY in the Windsor Enclosure and +12% growth in the Village Enclosure.
- Saturday sold out across all enclosures with 35 days to go earlier than any year post-pandemic while the Queen Enclosure sold out on the Thursday 15 days out, also earlier than any year post-2019 achieving one of the key objectives of selling out earlier.
- An 11% uplift on average ticket basket size per customer (4.05 in 2025 vs. 3.60 in 2024) matching the objective of encouraging more groups.

Most importantly...285,000+ guests – up 5% YoY - across the week immersing themselves in the thrill of Royal Ascot and freeing their Ascot You!