



Showcase & Awards 2025

Royal Windsor Racecourse

Marketing

Berkshire Winter Million

THE INAUGURAL

BERKSHIRE WINTER MILLION

17-19 JANUARY 2025

3 DAYS OF RACING ACTION
WITH £1.2M PRIZE MONEY

Premier  Raceday

 ROYAL WINDSOR RACECOURSE FRI 17 FITZDARES SOVEREIGN HURDLE	 ASCOT SAT 18 BETMGM CLARENCE HOUSE CHASE	 ROYAL WINDSOR RACECOURSE SUN 19 FITZDARES FLEUR DE LYS CHASE
--	--	--



MULTI DAY PASSES FROM £35
WINDSOR-RACECOURSE.CO.UK | ASCOT.COM

FITZDARES |  **BETMGM**

Proudly partnered by



Objectives



Royal Windsor Racecourse, in line with one of our brand values - innovation - set out to introduce a fresh and pioneering racing concept to both the industry and the public.

Our primary objective was to launch and establish the Berkshire Winter Million, the first multi-venue, three-day race meeting in partnership with Ascot Racecourse. This initiative aimed to position Berkshire as a premier destination for top-class National Hunt racing, while also setting a new benchmark for collaboration within the racing industry.

By combining resources and shared vision, we sought to create a flagship event that would capture the imagination of racegoers and stakeholders alike by delivering an exceptional three days of premier racing, entertainment and value-for-money in Berkshire. Our aim was to develop a successful joint-venue marketing strategy and execute a co-branded marketing campaign across both venues; showcasing collaboration, and maximising the combined audience reach across online and offline, whilst ensuring cohesive messaging and branding across all assets.

Objectives

Increase frequency of visits – Address the industry average of just 1.2 visits per year by introducing two-day and three-day passes, encouraging racegoers to attend multiple days of the Berkshire Winter Million for great value.

Build Windsor's Jumps Racing database – As a venue with National Hunt racing having only just returned, there was a need to capture valuable attendee data and nurture this growing audience for future fixtures.

Deliver a great customer experience – Ensure the Berkshire Winter Million stands out for quality, variety, and value for money, to drive repeat visits.

Reach a new audience – Attract racegoers beyond Windsor's typical Summer Flat programme.

Drive attendance of over 5,000 across the two days at Windsor – Use targeted marketing and innovative ticketing to achieve strong spectator numbers and establish the Berkshire Winter Million as a major winter highlight.

Delivery

We worked closely with Ascot from February 2024; combining our resources and expertise to create a clear and aligned plan for delivering the inaugural Berkshire Winter Million. This included creating a cohesive creative look and feel, a joint pricing and ticketing strategy, and a coordinated marketing plan to maximise awareness and drive sales.

Impactful Joint Creative:

We began by creating an impactful creative which could be used across both racecourses, and adapted to individual racedays, incorporating three key strands: 1. Identifiable venues, 2. Strong call-to-action with value message and 3. Premier Jumps racing.

Pricing and Ticket Strategy:

In a bid to increase frequency of visits, we created two and three day passes at £35 and £40 respectively. This enabled both parties to capture data by agreed data sharing via opt-ins. Tickets went on sale across both sites over payday weekend in September 2024, with a focus on the multi-day passes.

An Integrated Marketing Campaign:

This included individual paid digital campaigns with consistent creative and messaging, to leverage the strengths of both brands. Our above-the-line campaign included targeted billboards, radio, rail and an ITVx campaign, in high-value postcodes for both venues.

Diverse Product

A key part of the Berkshire Winter Million was ensuring the event appealed to a wider audience, by creating a product that not only delivered quality Jumps racing, but also offered entertainment for all ages, particularly families. We gave the two racedays at Windsor a countryside festival feel by including a variety of attractions such as gifting and fashion stalls, duck herding displays, and birds of prey demonstrations.

Teaser Video - Instagram Collaboration Post



Multi-Day Pass Creative Variation



Results



Through a coordinated partnership with Ascot and a carefully executed multi-channel campaign, we achieved optimum results against our objectives for the Berkshire Winter Million.

The joint creative brought all campaign touchpoints together under a single, recognisable identity, with consistent visuals, messaging, and value proposition. This was delivered across on-course, digital and out-of-home campaigns, and drove over 30,000 visits to the landing page; **attracting a wider audience** (including over 150 families), increased visits and achieved our attendance goal by drawing over 6,000 spectators across the two Windsor days, and generating significant crossover between venues, **with more than 400 multi-day passes sold**. 77.8% of customers across the two days were new customers, compared to the industry average of 69%, meaning valuable data was captured to enhance our Jumps Racing database for the 25/26 season.

Our above-the-line media campaign spread wide awareness in key geographic areas with over 5.5m impressions across the TV, Radio, Rail and Bus campaigns, whilst our **targeted digital campaign** across Meta, Google, and TikTok delivered a reach of over 4 million and a conversion rate of 0.10%, directly supporting our objective of driving attendance and broadening audience reach. Ad sets aimed at families within a 50km radius of Windsor and Ascot performed strongest in terms of conversion, reinforcing our ambition to attract audiences beyond the traditional summer flat programme.

The initiatives such as the “One in a Million Local Hero” and “Live Like a Millionaire” data-capture competitions, and our data sharing agreement with Ascot, both deepened local connections and expanded our Jumps racing database, whilst our organic social media efforts used to build anticipation and drive engagement reached 467,240 and generated 13,244 engagements.

The Berkshire Winter Million secured both **national and regional coverage**, with many a mention to the good-value multi-day passes on offer as well as **great atmosphere and customer experience**. The feedback we had from customers was of similar vein with 80% out of a sample size of 200 listed as promoters.

Supporting Information



Overarching creative

Horses featured are past winners of feature races
Identifiable grandstands of both racecourses
Clear CTA highlighting value proposition of multi-day passes

ITVx advert: 16th Dec – 12th Jan

ABC1 adults from top past-booking postcodes
207,000 impressions, 0.16% click through rate
Voiceover by renowned racing commentator Richard Hoiles



Hark back three weeks to the Berkshire Winter Million weekend. We now have our own Festival weekend, which was run for the first time with two racecourses joining forces to create three fabulous days of racing. Ascot and Windsor are close neighbours, and this new festival was set alight with racing at Windsor on Friday, Ascot on Saturday and back at Windsor on Sunday.

Let me tell you, it was a resounding success. Ascot hosted its customary great action and Windsor, which has only just returned to jump racing after being away for the best part of 20 years, did likewise.

It is a great initiative, and one that I am sure will catch on and grow out of all recognition, principally because you have two racecourses willing to make it work.

Kim Bailey, Horse & Hound

Press - LBC

TikTok Campaign

Example pre-event social media

Example on-the-day social media