

2011  
**SHOWCASE**  
& AWARDS

# KEMPTON PARK RACECOURSE

## Marketing

Kempton Live 2011

Summer 2011



# Objectives

- To establish 'Kempton Live' as the brand of Kempton Park's summer racing and music nights from 2011 onwards
- To drive consumers to the newly created microsite [www.kemptonlive.co.uk](http://www.kemptonlive.co.uk) and to encourage them to pre-book tickets with the 20% discount advance booking incentive
- To work closely with one of the leading entertainment ticket wholesalers See Tickets to reach the desired target segments for each artist/band and to establish Kempton Park as an entertainment venue, and Kempton Live as a brand
- To grow attendance at the Kempton Live events and achieve budgeted paying heads and food and beverage revenue
- To deliver a great value, enjoyable and memorable experience for racegoers, and as a result to drive repeat visitors, encourage word of mouth recommendations, and increase the frequency of visits of a high proportion of 'event chasers' looking for their one big day out a year



# Delivery

- Integrated marketing campaign implemented from May to September including:
  - ✓ Distribution
  - ✓ Radio
  - ✓ Online including the launch of [www.kemptonlive.co.uk](http://www.kemptonlive.co.uk)
  - ✓ Social media
  - ✓ Press adverts (local, regional and national)
  - ✓ Outdoor display adverts (including at London train stations)
  - ✓ PR
  - ✓ Targeted promotions (i.e. with ABF The Soldier's charity)
  - ✓ Third party marketing (via See Tickets, Tescos and Ticketmaster)
- Co-promotion with Heart FM (with 1.9m listeners) developed with added value worth four times the actual campaign cost
- Contra deal negotiated with Aurora Fireworks to deliver a fireworks finale for each of the evening events (worth £7,500) free of charge in return for marketing and hospitality – to help deliver Kempton Park's 'surprisingly different' brand essence
- Partnership developed with the Bentall Centre Kingston as the prize sponsor for Ladies' Day – including FOC Kempton Live coverage in a mailer to 190,000 ABC1 local households



# Results/Anticipated Results

- Extensive coverage generated through PR and social media:
  - ✓ Editorial in News of The World's Fabulous magazine (5.5m readers)
  - ✓ Editorial in the Metro ( 1.8m readers in London)
  - ✓ Editorial in OK! Magazine (2.4m readership)
  - ✓ Olly Murs editorial included in Bliss Magazine (70,000 circulation), on website, email campaign and social media
  - ✓ Promotion in Seetickets email campaigns (3m database)
  - ✓ Featured on homepages of Seetickets (with 2m unique visitors per month), Ticketmaster and Heart FM websites
- Kempton Park email database grown from 65,000 to 72,000 during the campaign
- 'Kempton Live' well established in its first year; evidenced by customers calling to enquire about/to book a 'Kempton Live' event
- Achieved above budget performance on Olly Murs' Night and Ladies' Day featuring Toby Anstis in terms of both admission heads and revenue and very close to being achieved on Peter Andre Night and Irish Night despite music events and festivals struggling across the entertainment industry in general in 2011
- Successful partnership developed with See Tickets as our main Kempton Live ticket wholesaler, generating 75% of advance ticket sales for Olly Murs night and 50% for Peter Andre night

