

2011  
**SHOWCASE**  
& AWARDS



# ROYAL WINDSOR RACECOURSE

## Marketing

Roadside banner campaign in partnership with totepool on roads leading up to the racecourse



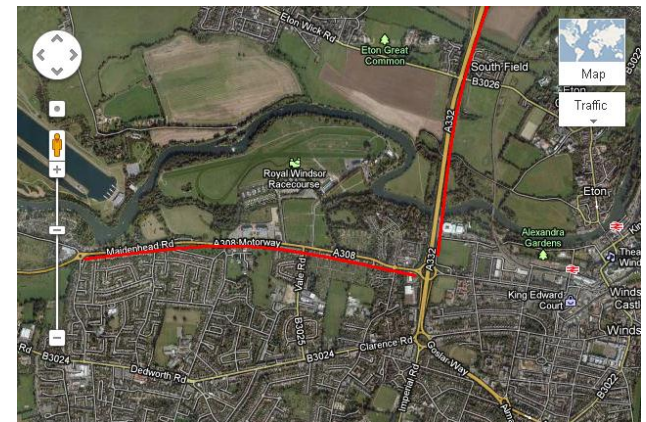
# Objectives

- To capture a site that would reach out to the large local, national and international audience
- To increase awareness of the racecourse and to capture interest of the local population
- To reach our target audience and create a relationship with our brand.
- To look at opportunities to improve our relationship with our business partners, in this case, **tote**pool
- To overcome the challenges of limited official tourist attraction roadside signage and act as additional way finding signage to the racecourse



# Delivery

- Worked with the local authority to secure the key period between 1<sup>st</sup> May through to 27<sup>th</sup> August. This would encompass our recognised industry event of Monday night racing
- 60 banner sites situated on lampposts along the main routes into Windsor from the M4.
- Consultancy engaged by the local authority acted as the central agency drawing together all business partners
- Instalment of the banners was arranged by the consultancy with maximum possible exposure. Removal was also dealt with by them at the end of the campaign



# Results

- Exposure to over 120,000 racegoers and 1 million plus road users throughout the campaign
- Demonstrated a close working relationship with a business partner
  - “Our partnership with Windsor Racecourse allowed us to increase our brand exposure in the local area; and with the innovative roadside banners we could reach racegoers before arriving at the course to plant a totepool seed. Turnover results during the campaign at both Windsor and nearby Ascot were positive, thanks largely to new business gained from commuters of the busy thoroughfare”

## Positive results and feedback from key partners:

- totepool turnover percentage increase of 11%
- The local authority have increased awareness of local events to visitors to the area
- The signs dramatically improved way finding to the racecourse on both racing and non-raceday events
- We secured an exclusive position preventing competition from using the sites for 2012 and beyond through grandfather rights
- We have been noted as a best practice at an industry seminar for Racing for Change, RCA and Visit England
- We have demonstrated to future and potential business clients a positive sponsorship and partnership opportunity
- Brand awareness reinforced throughout the borough and introduced to visitors from further afield

