

2011
SHOWCASE
& AWARDS

YORK RACECOURSE

Marketing

Initiative

Expanding the fashion aspect of Ebor before and during the racedays: Fashion on the Field



Objectives



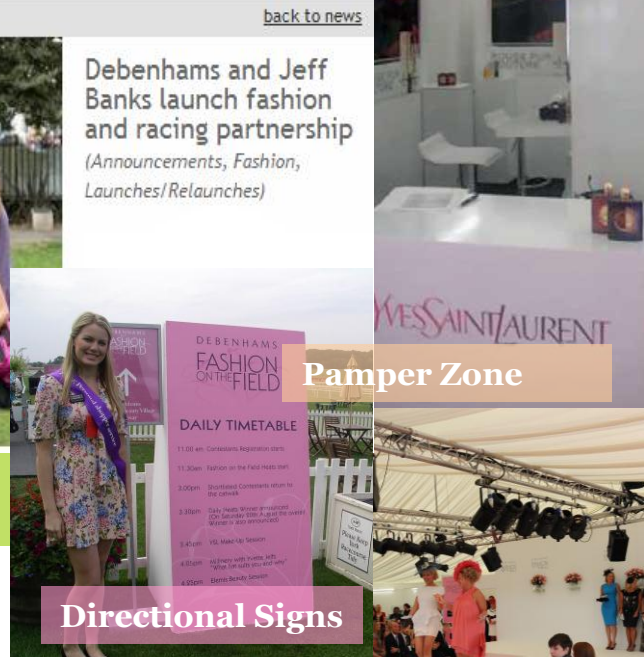
The Ebor Festival works for a younger, well dressed, mixed crowd demographic

- To promote the fashion element over all four days of the Ebor Festival, not just Ladies Day
- To reach the High Street with Ebor's fashion message
- To offer an enhanced raceday experience by combining a high quality fashion area with high quality racing
- To improve delivery of the fashion aspect of the Ebor Festival
- To increase attendance beyond Ladies Day

Delivery



Nationwide Launch



Directional Signs



Debenhams Shop Window, Leeds



The Catwalk



Ben de Lisi, Judge



- Fact finding visit to Melbourne Cup 2010 identified the Fashion on the Field model in successful operation
- Ebor became the first and to date only UK venue for the initiative backed by designer Jeff Banks
- Debenhams brought on board as activity sponsor delivering collateral, reach and funding
- Twin Press launch (York and London) and twin PR campaign (Debenhams and York Races) generated outstanding level of coverage
- Extensive pre event promotion in Debenhams shop windows, store radio, in store leaflets, customer database emails, website – reaching potential racegoers the sport often struggles to target
- Special offer for Debenhams account holders – great brand synergy and promotion
- At the Ebor Festival: a dedicated, high specification, stylish marquee offering a racegoer catwalk competition for significant prizes complete with designer judges; plus beauty treatments and pamper zone backed by iconic brands such as YSL
- Promoted throughout the racecourse in the racecard, on big screens, CTTV, by colourful A Boards and use of dedicated ‘style scouts’
- Activity ran for ALL FOUR days of the Ebor Festival, not just Ladies Day with daily winners invited to Grand Final on Ebor Saturday.

Results/Anticipated Results



- Overall attendance up 16% for Ebor with all three of the days outside Ladies Day driving that growth, to a record attendance of over 93,000.
- Reached High Street audience through 83 Debenhams stores and over 100,000 Debenhams account holders
- Race sponsorship and partnership secured from Debenhams – transformed their view of racing and the opportunities it presents for them and their brands
- Over 1200 racegoers (ladies, men and children) entered the competition during the week
- Positive feedback from raegoers and other interested parties
 - *“I am so excited to be a part of Fashion on the Field - can't wait to see what the lovely ladies of York will be wearing at the Ebor!” Emma Gunavardhana - OK!*
 - *“we were very pleased....Debenhams team really enjoyed the whole Festival....pleasantly surprised by the number of entrants” Rob Templeman, the CEO of Debenhams.*
 - *“I think our readers will love to hear about Fashion on the Field” Paula Moore - Woman*
 - *“the girls looked so beautiful and had really bothered, the men too” Jilly Cooper, novelist*
- Prizes expanded from previous years to include; a Caribbean holiday, dinner at the Ivy with Jeff, an all expenses paid London shopping weekend and a fashion photography shoot
- Coverage in 12 national magazines (e.g. You, Good Housekeeping), 20 radio and television stations nationwide and away from sports pages in both build up and during the week. Great fashion coverage as part of Channel 4 Racing – audience growth of 29% audience volume.
- Activity to return to York in 2012 and Fashion on the Field is planning to roll out to other major racing Festivals for 2012.