



JCDecaux

CASE STUDIES

DRIVING AWARENESS AND SITE VISITS FOR TWO LEADING MOTORSPORT EVENTS

The Goodwood Group



BACKGROUND:

Set within 12,000 acres and encompassing a racecourse, historic motor circuit, two golf courses and Goodwood House, Goodwood is one of the UK's great centres of sport and entertainment.

CAMPAIGN OBJECTIVES:

To drive awareness of the Festival of Speed and Goodwood Revival events.

CAMPAIGN DETAILS:

The campaign ran in five tranches over 10 months.

Across the campaign's duration, it incorporated rail, roadside, premium high-impact towers and sites in close proximity to an upmarket food retailer.

Two of the campaign bursts were supported by geo-targeted mobile advertising.

RESULTS:

In conjunction with targeted social media advertising, Out-of-Home delivered a **20%** increase in site traffic over the campaign's duration.





Out-of-Home allowed us to use premium sites in high-traffic locations that built awareness amongst our target audience. Their large format and impactful nature offered the perfect environment for showcasing our advertising to deliver the cut-through we wanted. Additionally, using digital sites provided the opportunity to incorporate motion within our creatives, further enhancing the value of our advertising.

By supporting our Out-of-Home activity with targeted social media running parallel to it, we saw a **20%** increase in traffic to our event pages over the campaign duration. This demonstrated to us that the advertising resonated with our audience and drove interest.

We were extremely pleased that both Goodwood Festival of Speed and Revival were sold out during 2022, with 210,000 visitors to Festival of Speed over the 4-day event and 150,000 visitors to Revival over the 3-day event.

THOMAS DRINKWATER

EVENT MARKETING MANAGER, GOODWOOD GROUP