



Newcastle Racecourse & Conference Centre

We have handled the marketing, advertising and PR for this leading North East England sporting, leisure and business facility for more than four years. In this time we have secured considerable regional and national coverage, in addition to advising on wider business strategy.

Objectives

Our PR objectives are to increase awareness of events and facilities at Newcastle Racecourse & Conference Centre; increase awareness of the Parklands Golf Complex; raise the profile of Newcastle Racecourse as a venue for conferences and events and increase total sales and attendance numbers through preview publicity.

Approach

Our approach to media buying has been to use existing relationships with key individuals within publishers and broadcasters to construct schedules that were complementary to the wider objectives of the Racecourse, while offering added value to both the client and the media partner. In this instance the activity has included: targeted direct mail and leaflets; themed partner-funded publications; web links and content; promotional campaigns and competitions; and outdoor, press and radio advertising. Our approach to PR has been to use our strong relationships with the media to gain sustained editorial coverage, whilst linking with partner organisations and events to create a variety of themes and angles, backed up with quality photography and on demand reactive comment.

Results

Above and below the line strategies have been constructed, managed and delivered to provide a sustained flow of positive coverage and promotion in the regional and business media. Race meetings, conferences and associated facilities have been utilised to provide regular media opportunities, which have all contributed to a strong performance in terms of attendance and hospitality.

Media > Marketing & Communications