

# ROYAL ASCOT 2025

PRESENTED BY  
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**MEDIA COMMUNICATIONS APPROACH**

# TABLE OF CONTENT

- 01 INTRODUCTION
- 02 AUDIENCE
- 03 CHANNEL
- 04 MEASUREMENT
- 05 OPTIMISATION

# WHY ROYAL ASCOT?

## Unparalleled Prestige and Tradition:

Why it's worth it: Royal Ascot is a storied event with over 300 years of history, attended by royalty and high society. This deep-rooted tradition and connection to the British Royal Family elevate the experience to a level of prestige unmatched by other racing events.

Sales point: Experience a piece of history and be part of a prestigious event attended by royalty and elites.

## Exclusive Luxury Experiences:

Why it's worth it: From Michelin-starred dining options to bespoke hospitality packages, Royal Ascot offers an array of premium experiences. The event's dedication to luxury ensures that every moment is one of opulence and sophistication.

Sales point: Indulge in world-class dining, VIP lounges, and exceptional service designed to make you feel like royalty.

## High-Stakes Racing and Entertainment:

Why it's worth it: The thrill of watching top-tier horses and jockeys compete in high-stakes races is a core part of the Royal Ascot experience. Combined with top-notch entertainment, including live music and celebrity appearances, the event is an exhilarating spectacle.

Sales point: Witness world-class racing action and enjoy exclusive entertainment that promises excitement and glamour.

## Fashion and Style Icon:

Why it's worth it: Royal Ascot is renowned for its strict dress code and has become a major fashion event, where attendees showcase their best outfits and unique styles. This focus on elegance and fashion sets it apart from other racing events.

Sales point: Be part of one of the world's most stylish events, where elegance and high fashion are on full display.

## Networking and Socializing Opportunities:

Why it's worth it: With an audience that includes influential business leaders, celebrities, and high society, Royal Ascot provides unparalleled networking and socializing opportunities. It's a place to see and be seen, making it perfect for forging valuable connections.

Sales point: Network with key influencers and enjoy exclusive social opportunities in a prestigious setting.

# AUDIENCE

Using an abundance of data, we are able to understand our audience motivations, and through segmentation of the audience based on demographics, interests, and behaviors, we can tailor messaging to resonate with each segment. In this section, we look at the audience.

# AUDIENCE

## Demographic

25-55, with a significant portion being over 40  
M45 / F55

## Geographic

National UK  
Scope for local targeting  
International interest

## Contextual

Luxury Leisure, Fashion and style, Health and Wellness, Technology and Gadgets, Philanthropy and community

## Behavioural

Horse racing, fashion, Social events, Luxury experiences, Travel, sports, Culture, wellness, Philanthropy

## Advanced Targeting

### Location:

UK - Postcode, county,  
TV region, Country  
US, Europe, Asia.



### Education:

Academic qualification  
Professional qualifications



### Socio- deographics

Family status,  
Married or Partnered  
Technology + Social Media



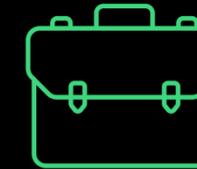
### Income

Middle to high-income earners, as attending racecourses can be an expensive outing.



### Occupation

Law,  
Medicine,  
Engineering,  
IT + Technology,  
Business Owner + Entrepreneurs,  
Academia + Education  
media + entertainment,  
hospitality + tourism



## Data: 2PD + 3PD

Look-a-like audience profiles based on 1st party customer data, overlaid with targeting parameters allows the expansion of our communications to a wider audience



— and so what?

The granularity of data for superior insights + bespoke message tailoring = minimise on wastage

— But we need to simplify the complex into Personas for ease of understanding.

THE  
FASHION  
ELITE

# The Sophisticated Socialite

**Name:**

Victoria Kensington

**Age:**

34

**Occupation:**

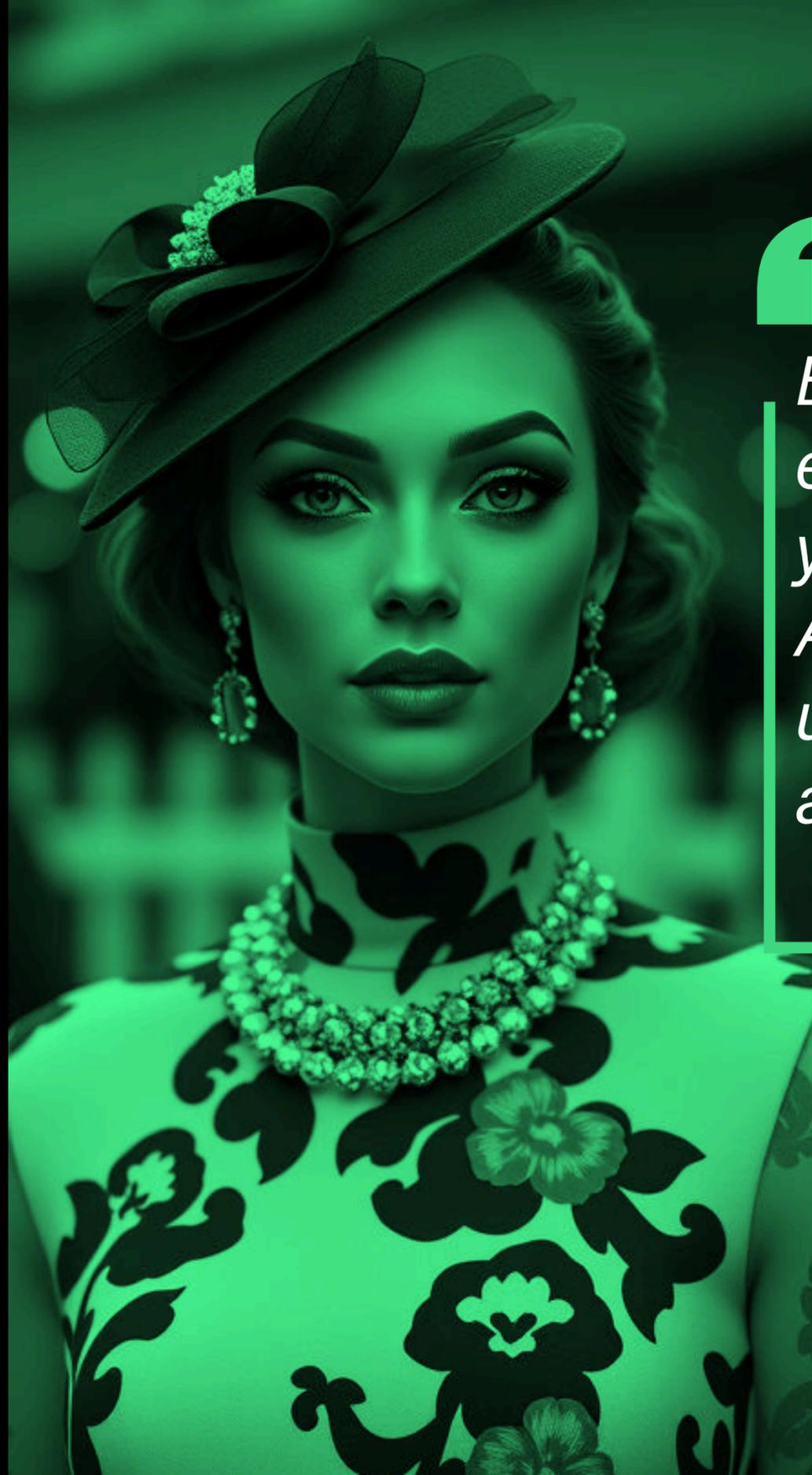
Fashion Influencer and Socialite

**Interests:**

High fashion, exclusive events, luxury travel

**Motivations:**

Victoria attends Royal Ascot for the opportunity to showcase her style, network with other influencers and celebrities, and be part of a prestigious event. She values the exclusivity and the chance to be seen in the most fashionable circles.



*Be part of the fashion elite and showcase your style at Royal Ascot. Experience unparalleled elegance and prestige*

**Preferred Channels:**

Instagram, TikTok, fashion blogs Key

THE  
TALK  
SHOW

# The Corporate Executive

## **Name:**

James Whitmore

## **Age:**

39

## **Occupation:**

CEO of a Financial Firm

## **Interests:**

High fashion, exclusive events, luxury travel networking, high-stakes betting, luxury experiences

## **Motivations:**

James attends Royal Ascot for the chance to network with influential business leaders and potential clients. He enjoys the high-stakes racing and the luxury hospitality packages that offer a premium experience.



“

*Network with industry leaders and enjoy world-class hospitality at Royal Ascot. Where business meets luxury.*

”

## **Preferred Channels:**

LinkedIn, business magazines, financial news sites

THE  
RACE  
MANS  
DAYS

# The Avid Racing Enthusiast

**Name:**

Michael Thompson

**Age:**

52

**Occupation:**

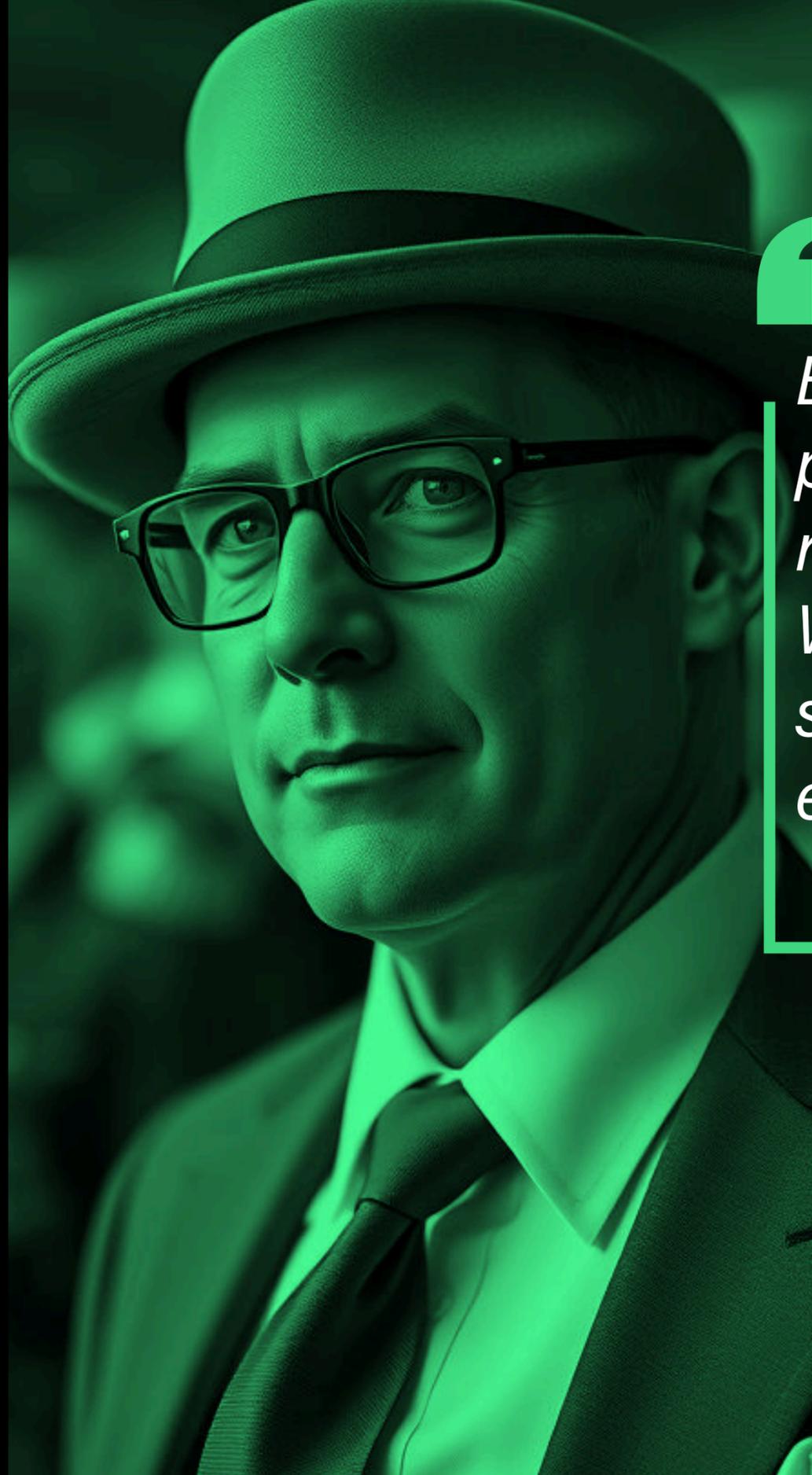
Racing Analyst

**Interests:**

Horse racing, betting, sports analytics

**Motivations:**

Michael attends Royal Ascot for the thrill of watching top-tier racing and to engage in betting strategies. He appreciates the event's rich racing heritage and the excitement of the races.



“

*Experience the  
pinnacle of horse  
racing at Royal Ascot.  
Where history,  
strategy, and  
excitement collide.*

”

**Preferred Channels:**

Sports websites, racing  
forums, betting apps

FOR  
WAF  
S  
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# The Elegant Experience Seeker

**Name:**

Elizabeth Davenport

**Age:**

42

**Occupation:**

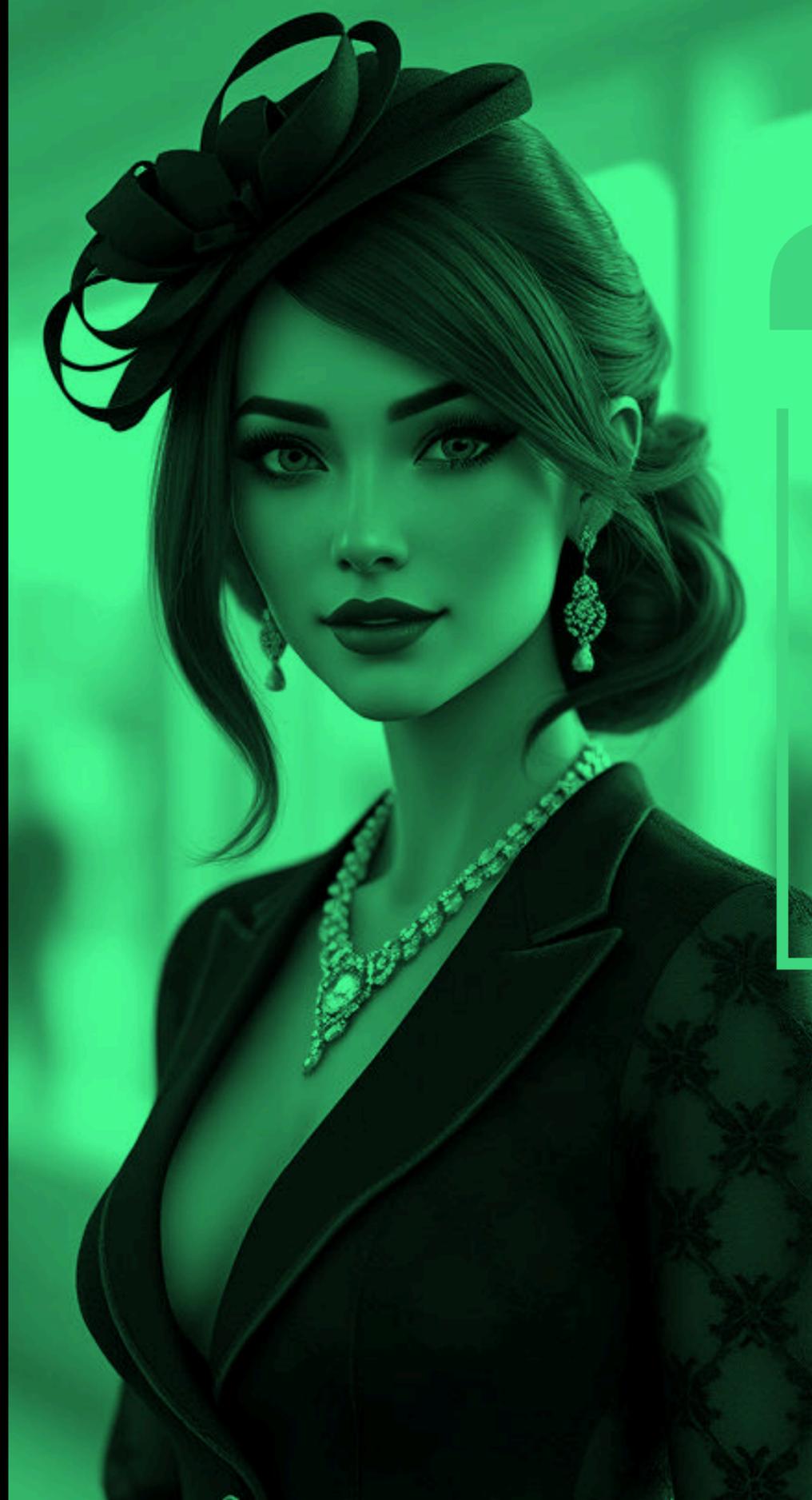
Event Planner

**Interests:**

Fine dining, luxury events, cultural experiences

**Motivations:**

Elizabeth attends Royal Ascot for the comprehensive luxury experience, including Michelin-starred dining, opulent hospitality, and high-end entertainment. She values the event for its blend of culture and sophistication.



*Indulge in an opulent experience at Royal Ascot. Celebrate with Michelin-starred cuisine and world-class entertainment*

**Preferred Channels:**

Luxury lifestyle magazines, event planning blogs, gourmet food sites

EMMA BROOKS

# The Aspirational Young Professional

**Name:**

Emma Brooks

**Age:**

29

**Occupation:**

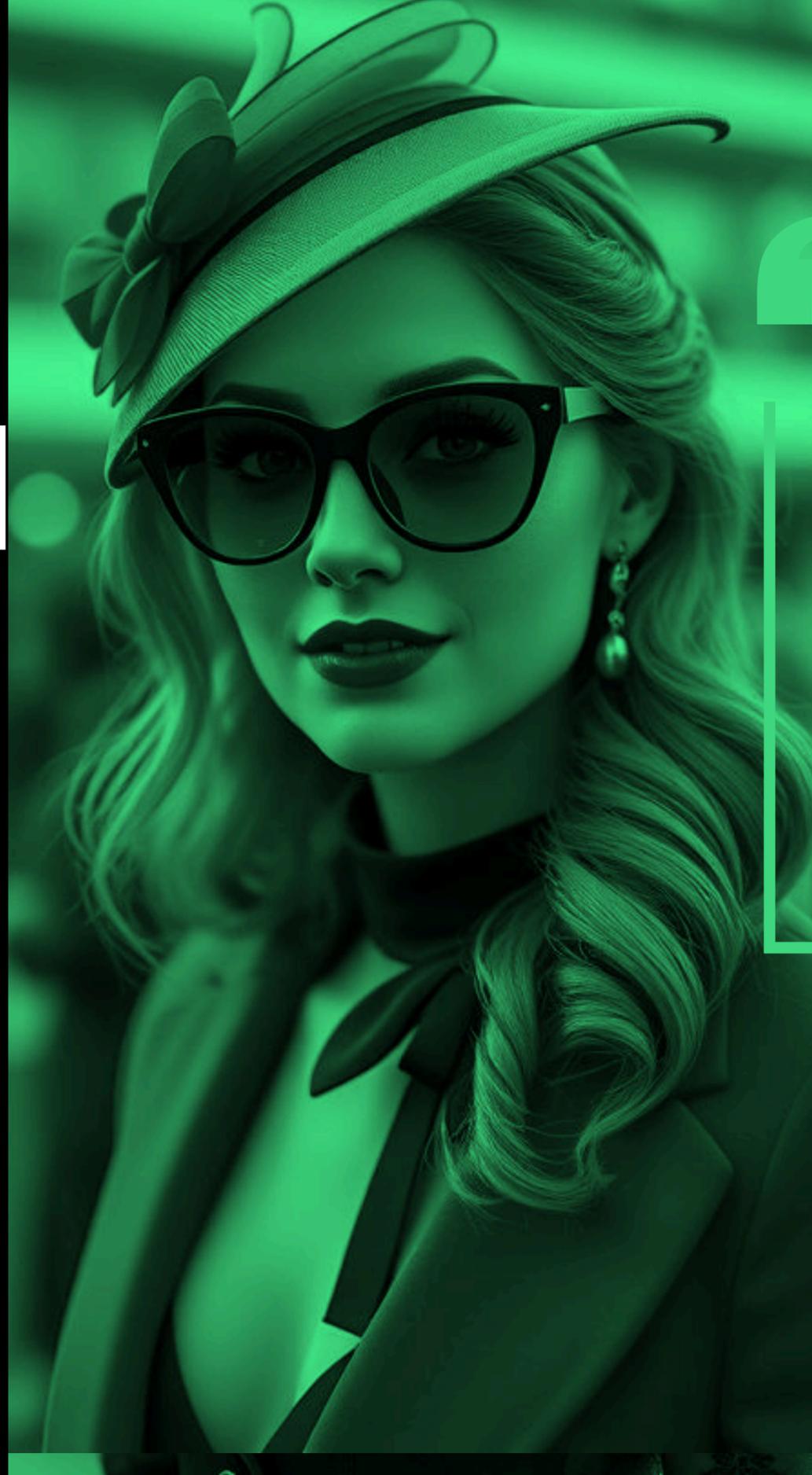
Marketing Manager

**Interests:**

Career growth, stylish events, social media

**Motivations:**

Emma attends Royal Ascot to experience the luxurious lifestyle and to be inspired by the event's high standards. She is looking to enhance her personal brand and enjoy a stylish, high-profile event.



*step into a world of luxury and style at Royal Ascot. Elevate your personal brand at the pinnacle of prestigious events*

**Preferred Channels:**

Instagram, LinkedIn, lifestyle blogs

# ADDRESSING THE BROAD AUDIENCE

We need an idea that can engage the broadest audience, in particular the 5 personas

Fashion  
Style  
Luxury  
Horse racing  
Business Networking  
Fine Dining  
Higher intellect  
Aspirations  
Consumer Technology  
Social Media

## TV/ VIDEO SHOW Behind the scenes

30 minute documentary  
Behind the scenes  
Style of Ascot  
Culinary amazement  
Thrill of the Race

Presented by a brand ambassador

Snackable content edits

## LUXURY TIPSTER AI Data Lake

Appealing to the technology, style and horse racing fans

Royal Ascot AI Race predictor ... with a difference

RA to build realtime data lake, and encourage audiences to point AI apps at it to predict winners

## SOCIAL STYLE Influencer Sponsorship

**CHANNELS**

**Awareness**

**BROADCAST**



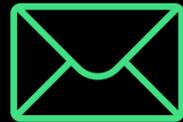
**Interest**

**TARGETTED REACH**



**Engagement**

**POACHER**



**Sale**

**GAMEKEEPER**



**Loyalty**



# CHANNEL STRATEGY

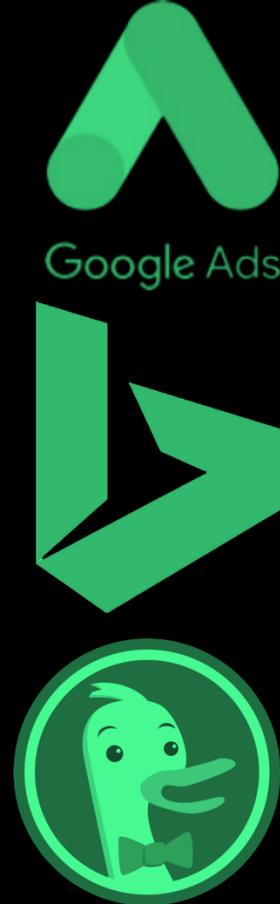
Fill from the bottom of the funnel upwards:

- Have bought before (loyalty)
- Are going to buy
- Have shown interest in our product by visiting our channels
- Have visited the category
- Don't know our brand, but fit the profile

## Media balance

Higher the funnel, the more reach, the more wastage

Lower the funnel, the more effective, but the smaller the volume



Exploit lifestyle based AI content request such as "michellin star resteraunts", "High-end fashion" "horse racing tipping" to expand audience reach



Utilise Performance Max to expand on search and userintent data

Leverage all search platforms to chase long tail seacrch volume

"Brand" search as a barometer for Awareness campaign effectiveness

# SEARCH



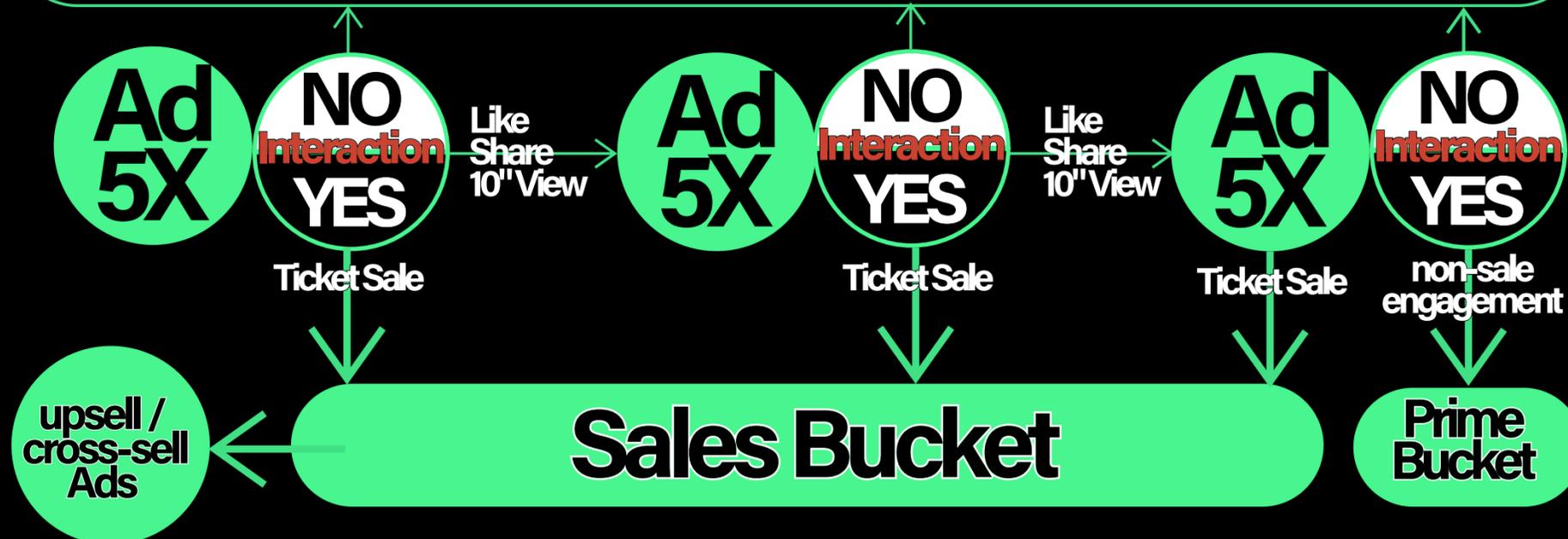
Demo Location Interest behaviour  
**multi layered targeting**



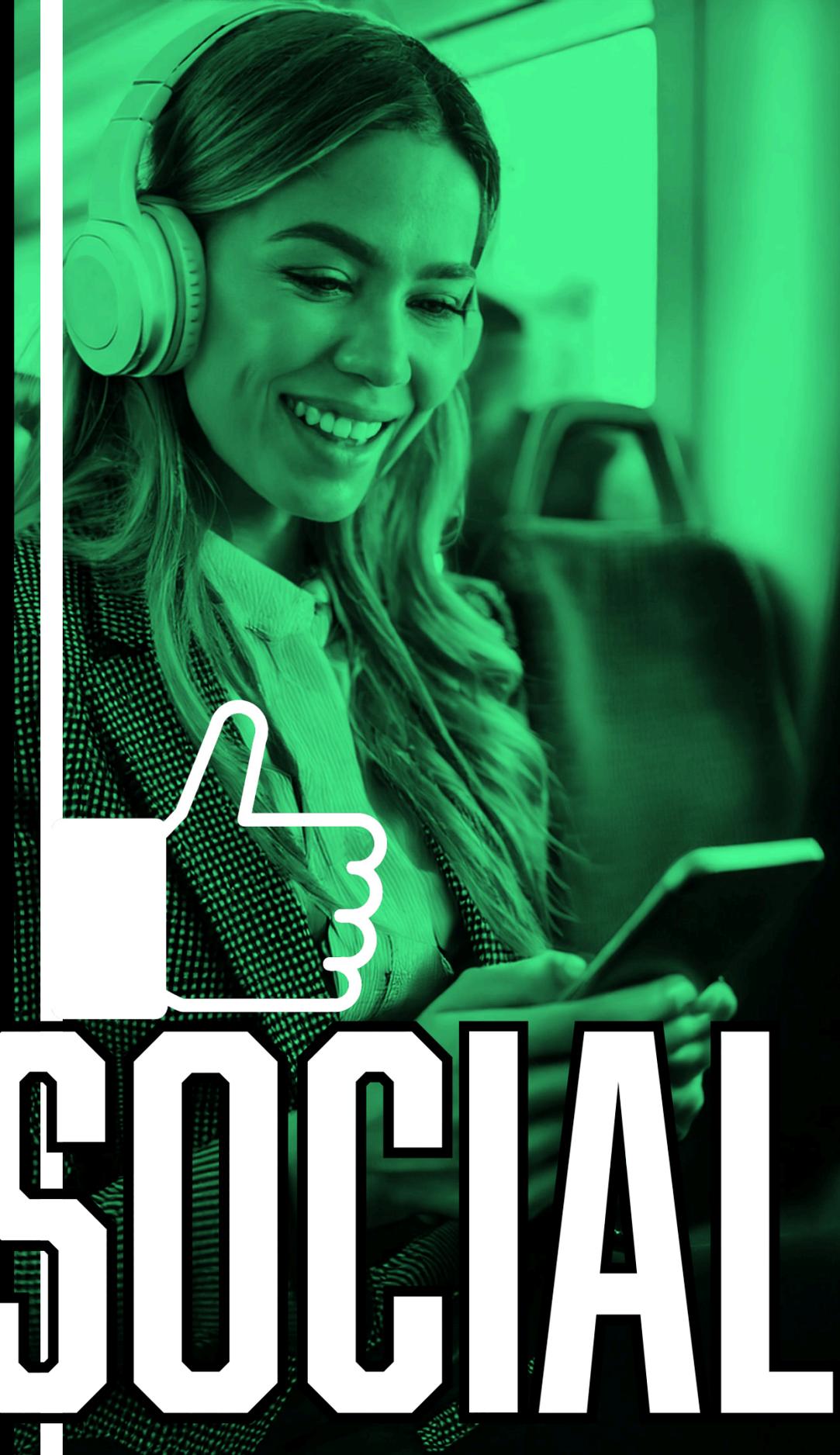
# B2B Strategy

LinkedIn ads

## Sub-Prime Bucket



# SOCIAL



# DATA STRATEGY



Demographic

Geographic

Contextual

Behavioural

**DSP**  
Data Planning

**MiQ**  
scoota.  
sky | ADSMART

**dax**  
DIGITAL AD EXCHANGE

**ABM**  
Strategy

Gatekeepers  
& Influencers

sense  
 accountinsight  
 cognism  
DEMANDBASE

## Data Cleanrooms



# THE BIG IDEA

*Selecting one of the three ideas as our lead media. investing a significant sum of the media budget to produce content which can be used throughout the funnel*

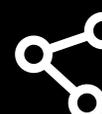


# INVESTMENT



**PROVEN  
PERFORMANCE**

123  
abc **FORMATS**

 **CHANNELS**

 **TARGETTING**

 **MESSAGING**

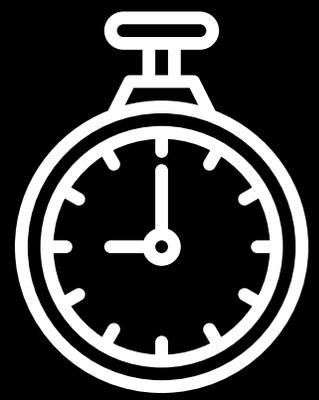
**10 REVOLUTION**

**20 EVOLUTION**

**70 ESTABLISHMENT**



**70%  
SOLUTION  
+ REVOLUTION**

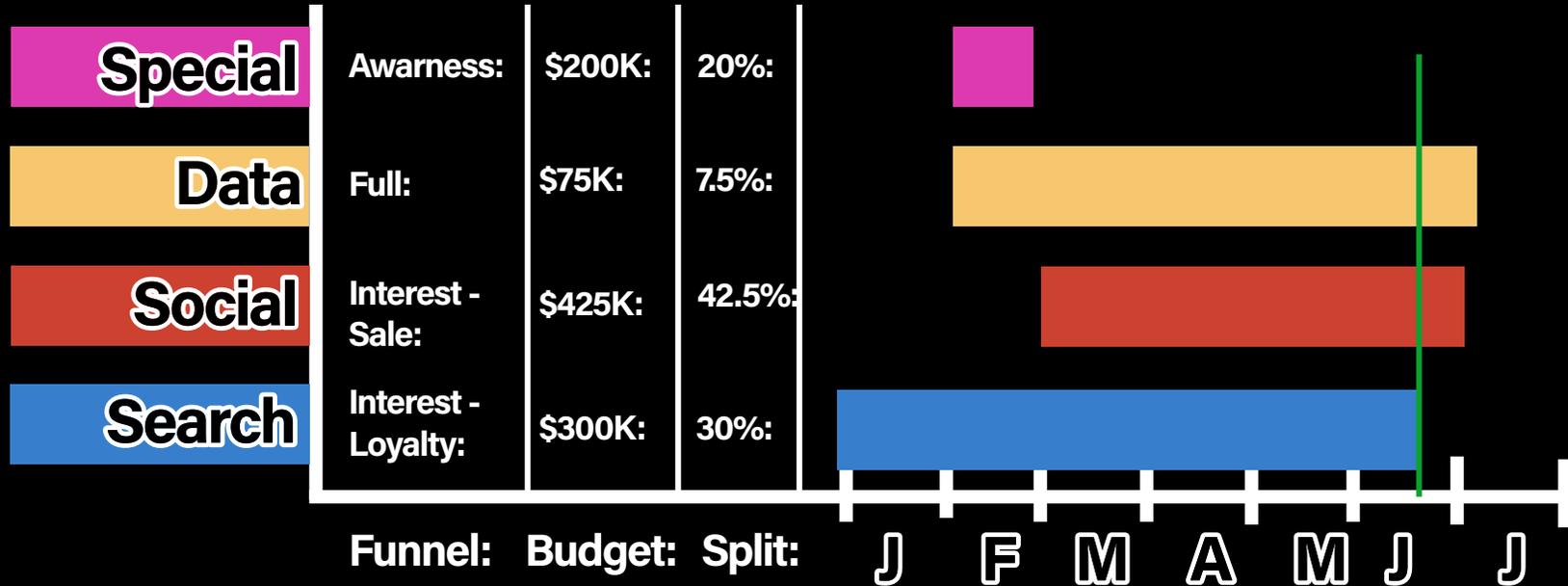


**30%  
ESTABLISHMENT**



Budget: **\$1M**

# MEDIA PLAN



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sit amet ullamcorper sapien. Cras eget ex ac libero tincidunt pharetra in at felis. Nulla facilisi. Sed sit amet velit felis. Nullam fringilla, purus et vehicula pellentesque, leo libero scelerisque sapien, in dila.

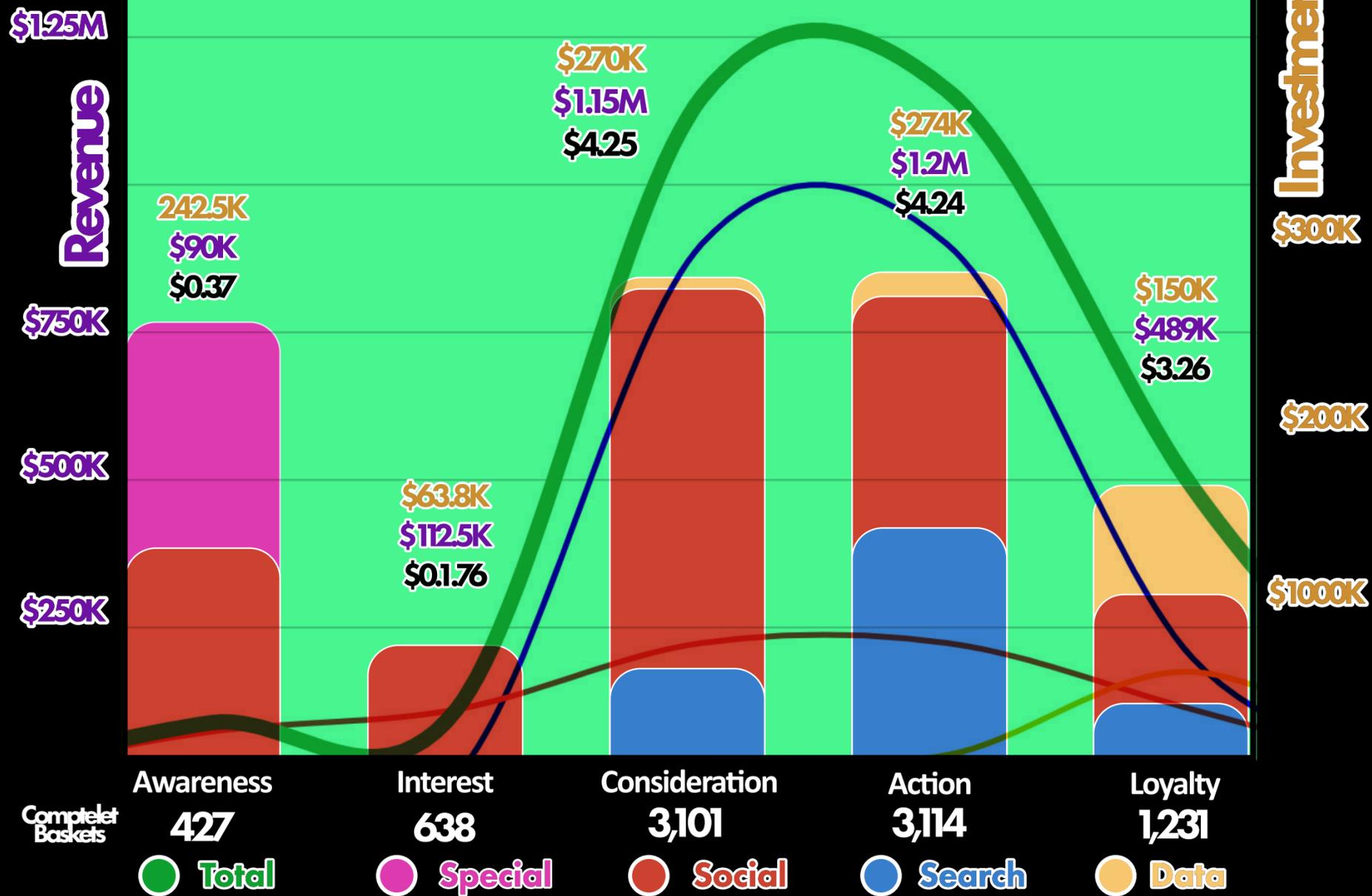
# COMBINED PERFORMANCE

# \$38.8K RoAS SALES

Last click attribution model  
Planned on an even distribution split

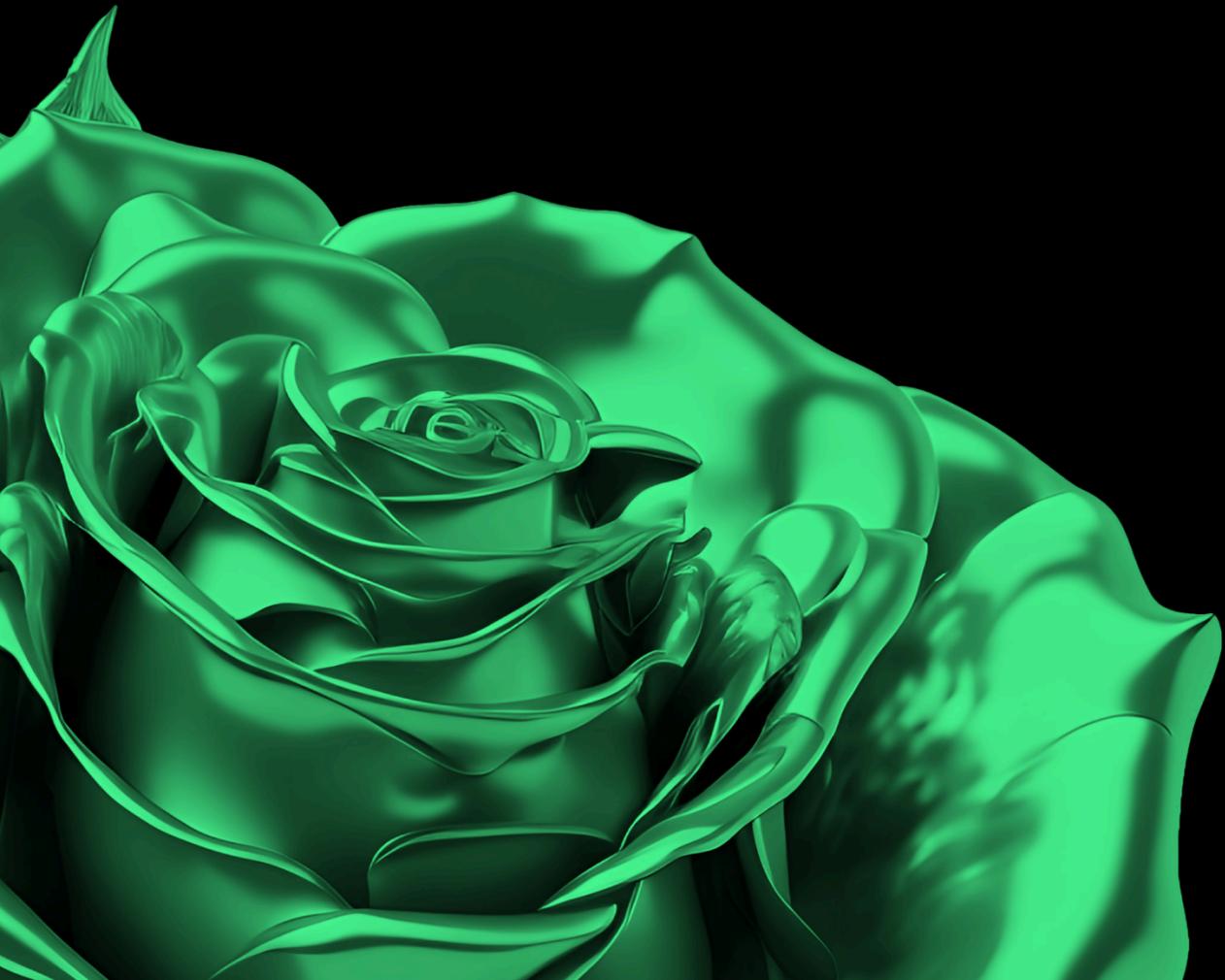
Estimated performance, based on  
proprietary data planning system\*

	Investment	Sales	ABV	Revenue	RoAS
Special	\$200,000	2	\$10,000	\$15,000	\$0.08
Search	\$300,000	4,000	\$500	\$2M	6.67
Social	\$425,000	4,250	\$176	\$750K	\$1.76
Data	\$75,000	258	\$912	\$235K	\$3.13
<b>Total</b>	<b>\$1M</b>	<b>8,509</b>	<b>\$353</b>	<b>\$3M</b>	<b>\$3.00</b>

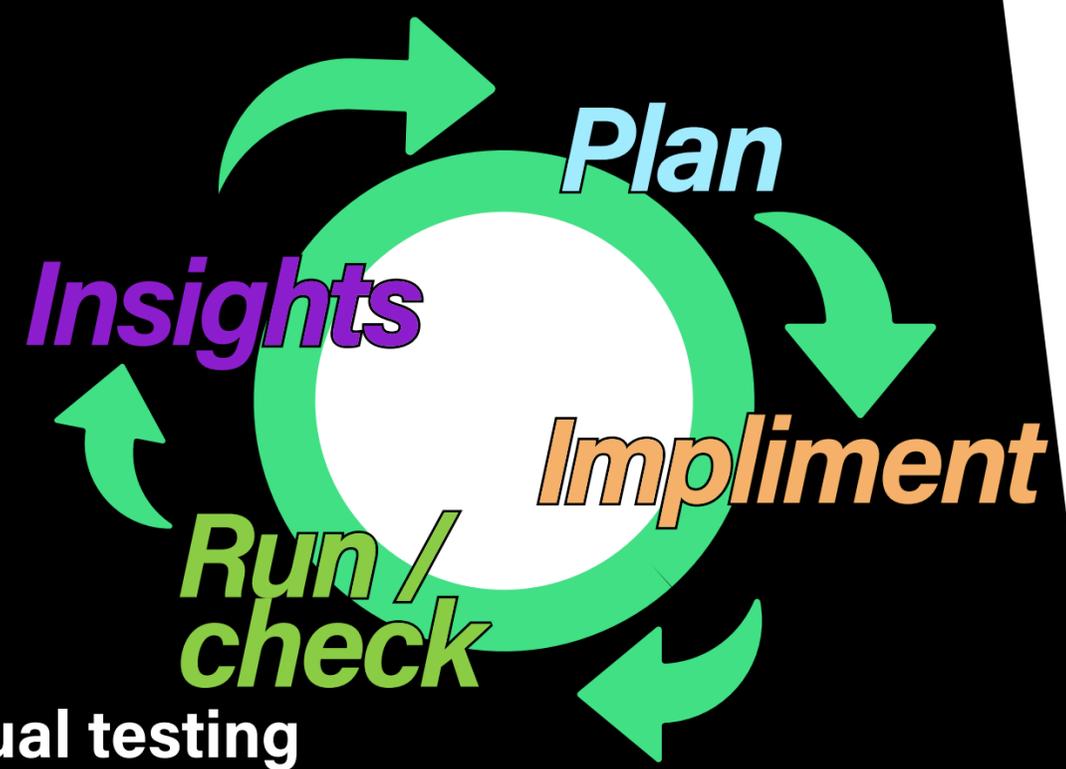


\*Relies on inventory availability + agile deployment and optimisation

# TESTING + OPTIMISATION

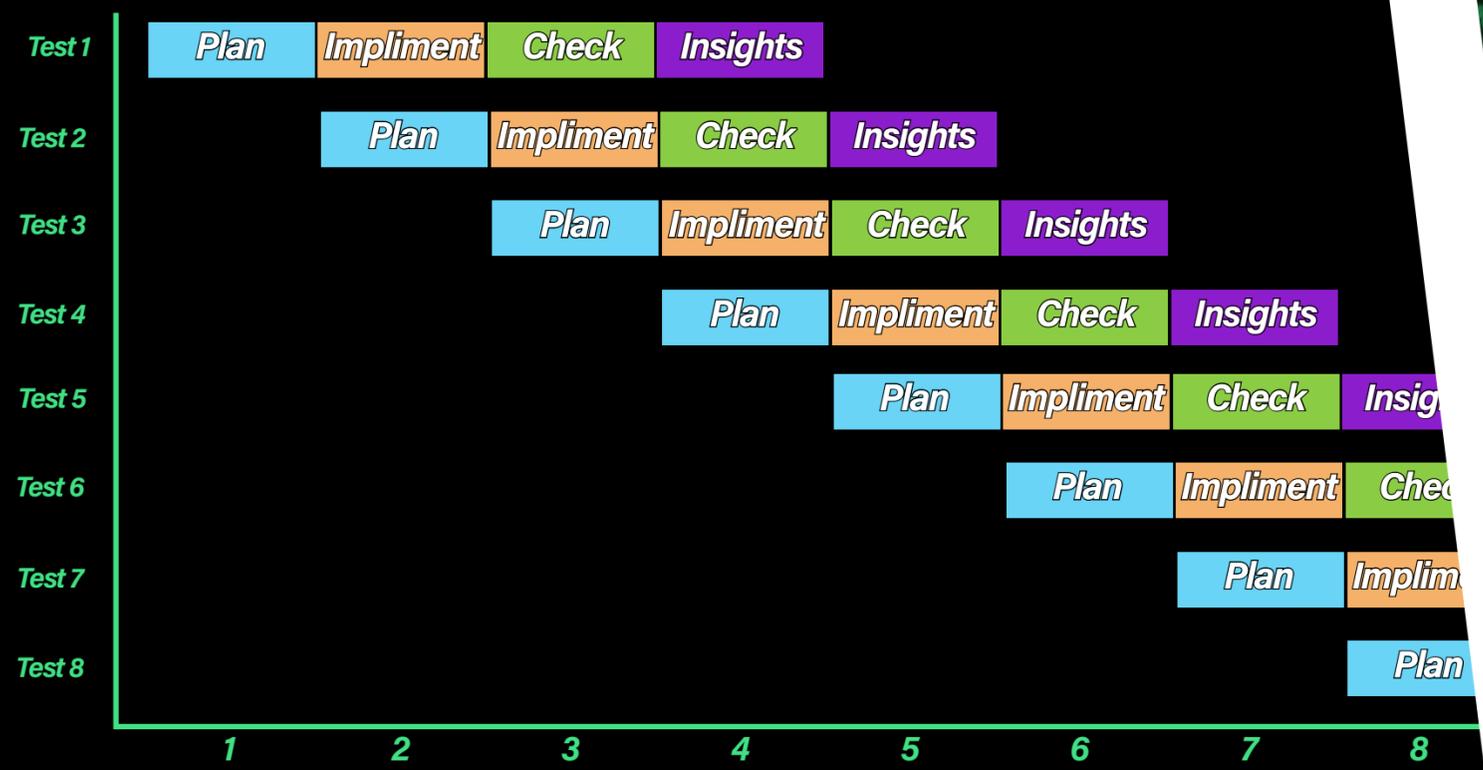


**4 WEEK CYCLE**  
**TEST, LEARN,  
 REFINE, REPEAT**



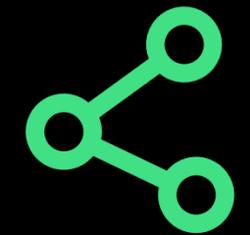
**Perpetual testing**  
 Establish a hypothesis - "£ works better than % when selling"

**What are we testing?**  
**Why are we testing that?**  
 What will the outcome mean?



123  
 abc

**FORMATS**



**CHANNELS**



**TARGETTING**



**MESSAGING**



# MEASUREMENT + PERFORMANCE

## WEBSITE DESIGN FOR REDROCK'S

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Etiam  
euismod id sem quis accumsan.

**THANK YOU**

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