

Name of Category	Title of Work	Campaign PR Agency
Integrated Campaign	Slideatron at Wembley Park	London Communications Agency
Client	Budgets	
Wembley Park, Quintain	PR & Social Media Budget £50,001 – £75,000	
People		
Suzi Lawrence (Director), Helena Carrie (Account Director), Keziah Harrison (Account Manager), Declan Bennett (Account Manager)		



Objective/brief from client

Wembley Park is undergoing one of the UK's biggest and most significant transformations. The team at Wembley Park is now building on the areas reputation as a world class events destination to create a new cultural district for London, open to everyone.

In 2017 Quintain asked LCA to deliver a fully integrated campaign for the lead up, launch and residency of Slideatron at Wembley Park.

Slideatron was a nine metre high scaffold Christmas tree attraction – curated and named by LCA – complete with 20 metre long thrill slide ride and sound system.

The aim was to yield results across print, broadcast, online and social, in order to drive visitor numbers and truly change perceptions of Wembley Park as an exciting new district for London.

Strategy

Our integrated PR and digital strategy for Slideatron involved a three phase approach over two months. The first phase saw us build excitement and anticipation through a teaser campaign; the second saw us launch and reveal the attraction to press and public, and the third phase focused on maintaining excitement and working with partners to drive footfall throughout Slideatron's residency.

Methods deployed

Creating excitement through a teaser campaign

To create a sense of anticipation and drive bookings (Slideatron was a free ticketed attraction) we embarked upon a digital teaser campaign, without revealing the full news hook. This centred around a 'countdown campaign' to encourage the public to pre-register for tickets which secured over 13,000 applications in two weeks.

Maximising media interest – launching with an exclusive

Following the teaser campaign, we started an intense programme of PR activity. Ahead of the official opening, we gave Time Out an exclusive first slide down Slideatron. This secured six separate online and print articles, including the main news feature, as well as a video, which gained over 200k views within two days.

We also delivered a press launch event – which saw the art installation switched on by a former Miss England and lead singer of McFly, as well as the Leader of Brent Council. This created a domino effect, securing 25 pieces of high profile coverage within the first few days of launching.

Maintaining momentum

Following the launch we maintained momentum through press tours and PR hooks – including announcing special events at Slideatron, such as Student Night, Christmas Eve and the launch of Color Run UK. This secured a continuous stream of coverage throughout December 2017 to keep visitor numbers up (in a very cold and windy month!)

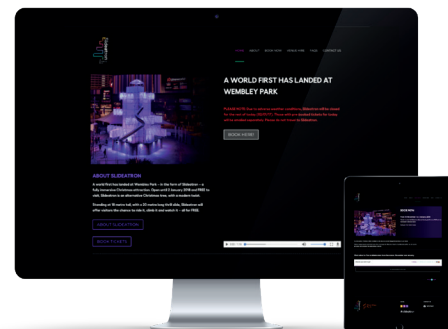
As part of our integrated campaign we decorated the slide exit with the hashtag (#Slideatron) and the website url, to remind visitors to share images on social media.

Ensuring access for all – direct marketing

To ensure people without access to the internet could also get involved we leafleted the local area and used on-site hoardings to raise awareness of the free attraction.

Raising core audience awareness – website, blogging and e-newsletter

As a core part of the digital campaign, LCA created a brand new multi-page website for Slideatron, which gave visitors information about the attractions as well as the functionality to book tickets, ask questions and get directions. We also created and distributed several e-newsletters to nearly 20,000 people. We created materials for partners, including Brent Council, The SSE Arena, Wembley and Wembley Stadium for their online database and marketing platforms (reaching over 200,000 people).



Leading up to and post launch we regularly updated these channels, incorporating competitions and exclusive offers to ensure that our loyal audiences were the first to hear about Slideatron.

Driving the messages home – social media

The social media campaign complemented each of the three phases of the campaign – developing the online assets, including images, GIFs, videos and e-flyers to create visually engaging and varied content (even before we could reveal the full attraction). Using a small budget, we boosted social media posts to our key audiences in order to maximise reach.

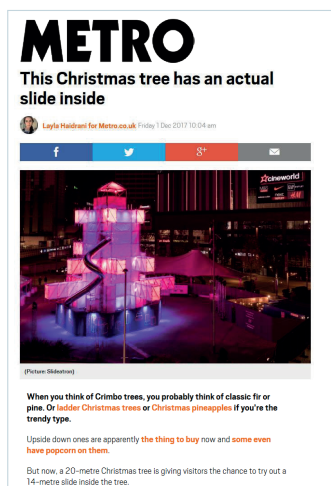
We also launched and delivered an influencer campaign – which secured 15 social media influencers (with followings of up to 250k) to take part in the online campaign to visit, write and share their experience of Slideatron for a budget of only £200.

To maximise the traffic to the website the Slideatron url was made front and center in all collateral produced for the campaign.

Measurement/evaluation/outcomes

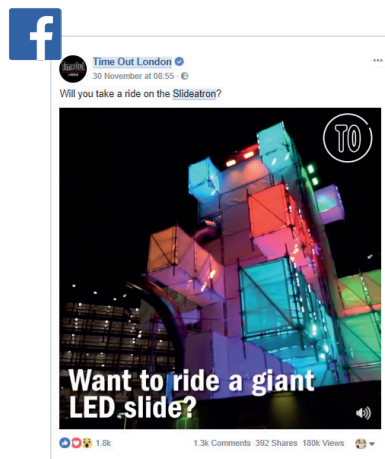
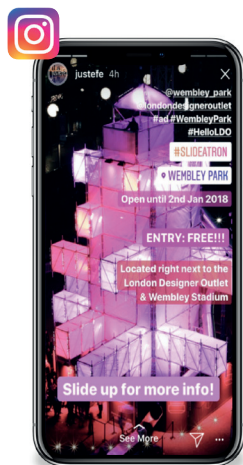
Coverage

- LCA secured 65 pieces of individual coverage in key titles such as: Time Out, BBC London, ITV Good Morning, Evening Standard, Hello Magazine, Skint London, Secret London, Metro and The Nudge, as well as an eclectic mix of coverage across international, trade and regional press.



Social media and e-newsletter

- We reached over 10 million people on social media, with over 1 million views of our video content alone.
- We grew the Wembley Park social following, adding 10,000 people to their e-newsletter database (all GDPR compliant).
- In total 165,900 unique users engaged with hashtag #Slideatron.



Website

- The Slideatron website gained 67,634 total page views and nearly 18k people used the online booking system to secure free tickets.
- The average dwell time on the page was 2m 51s – far higher than industry standard.

Tickets booked

- Nearly 18,000 tickets were secured through the online ticket platform, with a further 3,000 collected on the door.
- 13,000 people preregistered for tickets.
- The free ticket 'sales' were strong, and on the first day of launch sessions were sold out – this was secured through our exclusive editorial partnership with Time Out.

Relation to objectives and cost-effectiveness

- 65 pieces of coverage secured in a diverse range of titles – 100% positive with key messages incorporated.
- Over 10,000 new subscribers to the Wembley Park social media channels, including the newsletter.
- Free ticket 'sales' consecutively high – during launch and Christmas holidays, with dates often sold out.
- Awareness of Wembley Park and the regeneration project heightened with a wide range of audiences reached.
- As an indication of cost effectiveness and based on 1 million readership of coverage, set against PR spend of £60,000 (October/November/December), this equates to 0.05p spend per reader.

Creativity/originality

- The world's first fully immersive Christmas attraction – multi-sensory experience with a 20 metre long thrill slide to propel visitors down the structure.
- Exclusively launched with top consumer titles, including persuading the Time Out editorial team to be the first to ride down the slide.

Indication of outside contractors where used

- Produce (events company) – secured small number of event trade coverage.