

Make Your Christmas Magical *Canterbury's Campaign Review 2023*



Canterbury's Christmas campaign is brought to you by

visitCANTERBURY

Whitefriars
CANTERBURY

HORNBY

Fenwick

THE
MARLOWE

CANTERBURY
cathedral

B
THE BEAUNE
HOUSE OF ART
& HISTORY

ROCKHOPPER

southeastern

Campaign at a glance

- 18,000 Winter Guides
- Dedicated Christmas Homepage
- Heart FM Campaign
- Smooth FM Campaign
- DAX Digital Campaign
- 6 week Social Campaign for MyCanterbury
- 6 week Social Campaign on Visit Canterbury
- Christmas Light Parade
- Christmas Market
- 6 miles of Christmas Lights
- Poster sites at Southeastern Train Stations
- Poster sites at Canterbury Park & Ride
- Stagecoach Bus Posters (side and rear)
- Hornby Christmas Train Trail
- Christmas Window Competition
- International Influencer Visit
- Advertising in Kentish Gazette, 'Cene, Muddy Stiletto and Marlowe Panto Program





Campaign Budget

Canterbury BID's annual £20,000 Christmas Campaign budget was boosted financially by partnering with local businesses (see list below) to form a Christmas Committee. It was thanks to this support that we were able to increase the budget from £20,000 to £30,000.

We would like to thank the businesses involved for their generous support both financially and through the time they invested in shaping the campaign. From September 2023 onwards, the Christmas Committee met regularly to plan the campaign, with each partner contributing to a marketing budget and creating content to ensure maximum reach to support Christmas footfall. The Christmas committee includes representatives from:

Canterbury BID / Visit Canterbury (lead)
Whitefriars, Hornby, Fenwick
Canterbury Cathedral, Marlowe Theatre
Rockhopper (Christmas Market), Southeastern
The Beaney House of Art & Knowledge

Canterbury's Christmas Campaign

reach in Numbers



Social Media

Visit Canterbury: **281,717**
MyCanterbury/BID: **250,452**
eNewsletters: **44,926**



Heart FM
1,812,000
Smooth FM
863,000

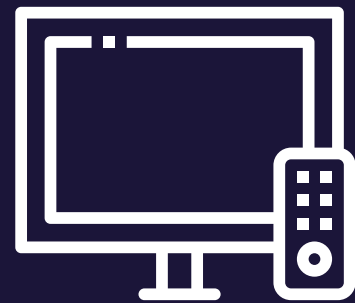


Website Page Visits

MyCanterbury / BID: **34,328**
Visit Canterbury: **192,141**



Christmas Guide
& Trail Map
24,000
Digital Guide
1,727



DAX

Digital
advertising
241,741

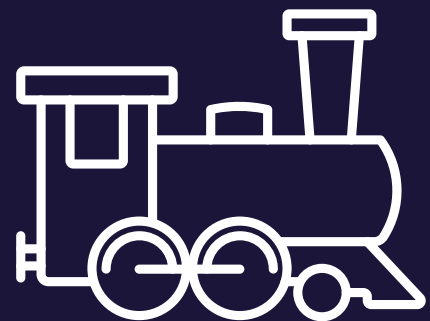


Buses

Stagecoach and
Park & Ride
Super Side
Bus Rear
4,996,662



Visit Kent
Influencer Visit
29,000
Digital Comp.
28,845



Hornby Trail

1,300 prizes collected
84,900 impressions



Advertising

Kentish Gazette - **87,627**
'Cene - **7,573**
Marlowe Theatre - **5,000**
Muddy Stilettos: **132,259**



Footfall

Increased by
7.3% compared to 2022

Total Reach: **22,218,100**

117% increase on 2022

Cost of campaign per impression: **£0.001**

Instagram

- Canterbury BID - **19,484**
- MyCanterbury - **81,613**
- Visit Canterbury - **162,790**

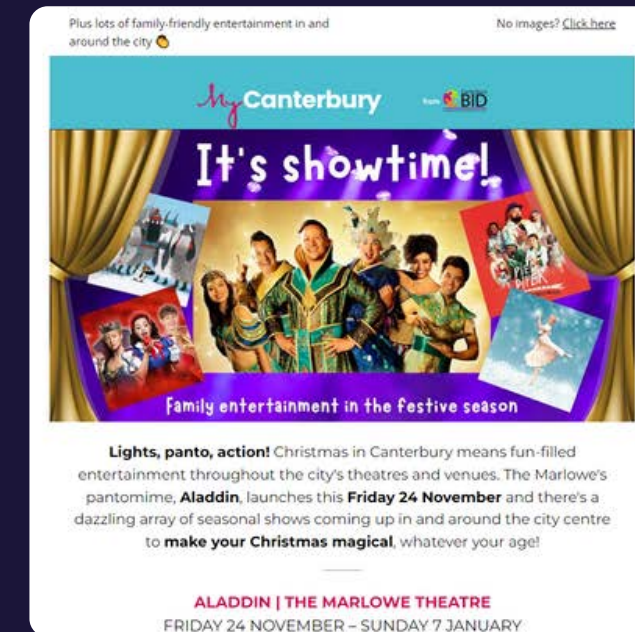
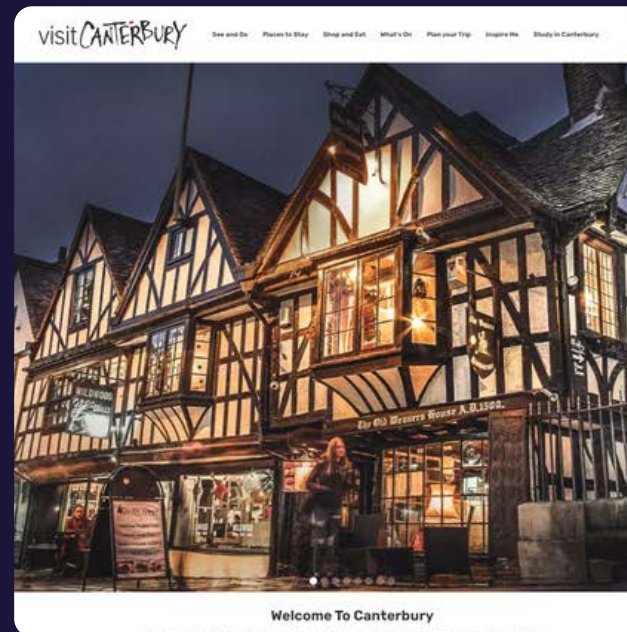
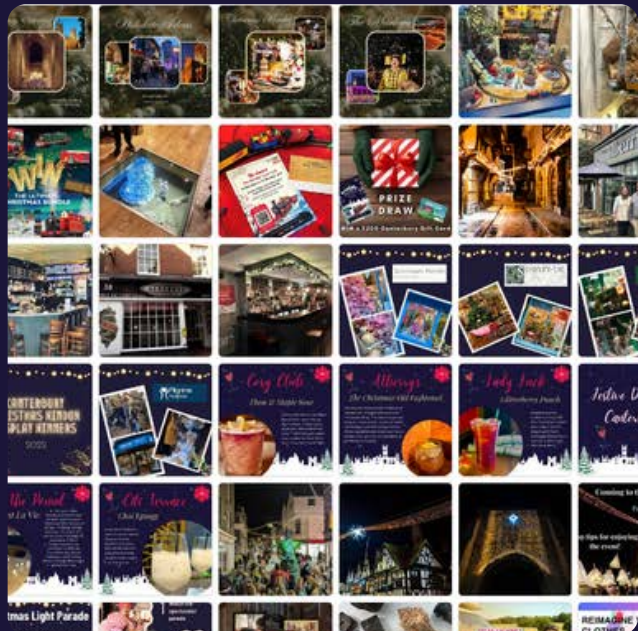
Total Reach: 263,887

Digital Campaign

Facebook

- MyCanterbury - **82,361**
- Visit Canterbury - **40,196**

Total Reach: 122,557



Websites

- Overall website traffic: **91,444**
- Christmas blog views: **7,464**
- Christmas event page: **15,330**
- Canterbury competition views: **5,611**

Total Reach: 91,444

Total Reach

562,707

(2022 - 539,694)

Newsletters

- MyCanterbury - **65,340**
- Canterbury BID - **8,874**
- Visit Canterbury - **10,605**

Total Reach: 84,819

Canterbury's Christmas Light Parade 2023



Friday 10 November 2023

This year's Christmas Light Parade was another spectacular event, drawing in thousands of visitors and lighting up the city. The route was extended to include more businesses and spread the footfall wider in the city. The countdown was moved from Rose Square to the Dane John Gardens to allow for bigger crowds in a safer space.

Parade Details - 250+ participants

- Led by the Lord Mayor and Lady Mayoress
- 20+ Drumming Band
- 6 x Giant Aladdin characters
- 200+ families in light-up costumes
- Festive 5 piece Marching Brass Band
- 15 Christmas Characters



Extended Parade Route:

Westgate Towers 6pm | St Peter's Street | Guildhall St | Sun St | Buttermarket | Burgate | Longmarket | Rose Sq | Watling St | Dane John Gardens (via main entrance by Boots)



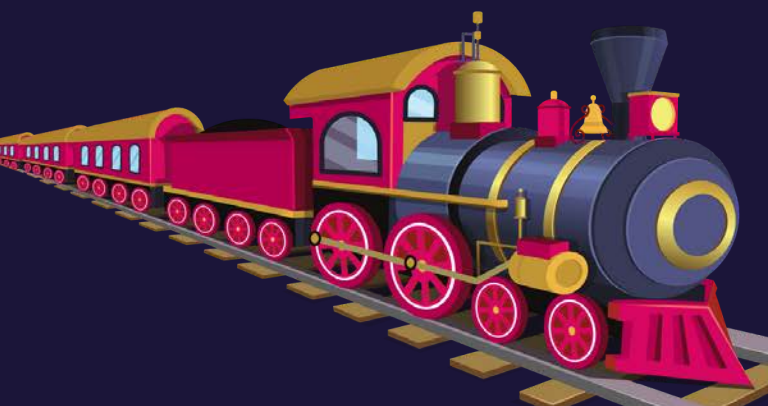


"Thank you so much, we've loved meeting lots of new (young and older) train enthusiasts. Your theme has worked brilliantly at pulling local businesses together and encouraging visitors to come and look at the delights that Canterbury has to offer."

The Children's Trust

Just a quick note to say how much fun this is, we have quite a few people doing it every day and it's lovely.

Waterstones



Christmas Hornby Train Trail

Running from 18 November - 22 December, this year's Christmas activity campaign featured 40 Hornby train sets placed across the city in businesses' windows for visitors to discover via a trail, gathering stamps along the way and collecting a prize at the end.

1,300+ Tickets were exchanged at Fenwick for sweets, stickers and 2-4-1 tickets to Wonder Works.

500+ Entries were received for the big prize giveaway.

5,000 Flyers were circulated

12,500 Hornby and BID website visits

63,030 Reach on Hornby Social Channels

2,570 Views of the Hornby Trail YouTube video.

TOTAL REACH: 84,900

22m Impressions - The train featured on all Christmas campaign marketing



I've loved being part of the train trail this year - it has definitely brought people to the shop who otherwise wouldn't have been. I'm already looking forward to what we can join in with next year!

Elves and the Shoemaker



Winter Guide

18,000 Winter Guides printed, distributed door-to-door residential addresses in the Canterbury District. Also to hotels, B&Bs, attractions, travel hubs, and businesses.

The digital version in ISSUU received **1,727** views.

Articles included:

- Crafts activities devised by local businesses,
- Christmas cocktails from local bars,
- Interview with Panto Dame, Ben Roddy
- 5 pages of events and things to do and see
- Handy city centre map & car parking/travel info



Stagecoach / Park & Ride Bus Marketing

Stagecoach Super Sides

Route: Ashford Hub

(Folkestone/Tenterden)

15 Posters / 20 Nov – 17 Dec +11 days

Potential impacts: **2,571,577**

Reach: 485,155

Average Frequency the campaign would be viewed = 3.75 times

Stagecoach Bus Rears

Route: Whitstable/Herne Bay /
Sittingbourne

20 x 27 Nov – 10 Dec + 16 days

Potential impacts **1,966,285**

Reach 296,000

•Average Frequency the campaign would be viewed = 3.10 times

Overshadow worth £4k: 11 and 16 days.

Through Global Media we were able to secure advertising on the side of Stagecoach buses whose routes took them both east and west of Canterbury, extending to a 20 mile radius.

Canterbury City Council also provided us with 7 advertising spaces on rear of their Park & Ride buses as part of their contribution towards the campaign to the value of £1,375.40.

CCC Park & Ride Rears (*estimate)

Route: Wincheap / Old Dover Road Circular

7 Posters / 10 Nov – 22 Dec

Potential impacts: **458,800***

Reach: 148,000*

Average Frequency the campaign would be viewed = 3.10 times*

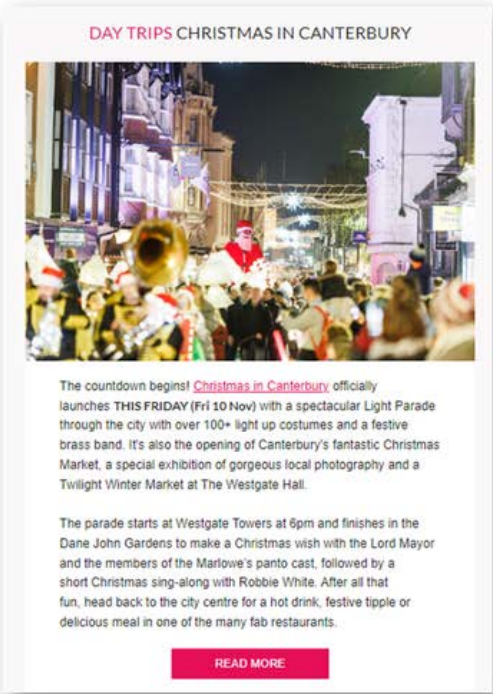
Total Reach: **4,996,662**

(2022 - 1,265,467)





Newsletters



12 Newsletters
circulated
Unique Opens: **76,353**
Open Rate: 40.1%
Total Clicks: 9,989



Website stats

Users: 13,617
Page Views: **17,016**
Dwell Time: 1m 13s

MPU Tile Advert

25,297 impressions



Campaign Summary

- 114.8k impressions/newletter opens
- 25k display impressions
- 76k unique newsletter opens
- 17k pageviews
- 2.95% engagement on social posts
- 1m13s average time spent on Canterbury content on website

TOTAL IMPRESSIONS: 132,259

Social Media

Social Media Channel	Posts	Post Impressions	Post Engagements
Twitter	7	360	12
Facebook	10	6,736	241
Instagram	15	6,108	136
Total	32	13,204	389



Heart and Smooth FM Radio Campaign

A Christmas poem for

Canterbury

*Start your Christmas adventure in Canterbury
follow twinkling lights to a trail with Hornby.*

*Travel by Southeastern then eat and explore
Christmas markets, shops, restaurants and more.*

*Our candle-lit Cathedral is full of festive cheer
not forgetting the Panto, it's Aladdin this year.*

*There's so much to do, fill your heart with glee,
make your Christmas magical in Canterbury!*

Poem created to be used as a radio
advert for Heart FM & Smooth Radio
11 Nov – 22 Dec, 30' & 10' commercials

Heart East Kent

501 spots

Reach 168,000

OTH 10.8

Impacts **1,812,000**

Smooth Kent

473 spots

Reach 123,000

OTH 7

Impacts **863,000**

Total Impressions: 2,675,000
(2022: 2,717,000)

DAX Advertising Campaign

11 Nov - 22 Dec 2023



Target Adults 18+ East Kent - Canterbury, Whitstable, Herne Bay, Faversham, Ashford, Deal, Dover, Folkestone, Margate, Birchington, Ramsgate, Broadstairs, Sandwich

The DAX campaign overdelivered by 2,574 impressions.

Total of impressions 241,741

Listen-though rate was a record setting **99.5%**

Southeastern Posters



southeastern

53 posters were displayed at 48 stations across Southeastern's network between 23 November - 26 December 2023.

The number of journeys to the stations where the posters were displayed, totalled **13,244,779**. This is a huge jump compared to 2022 when journeys were less than a third at 3,971,618 (numbers were impacted due to rail strikes) and in 2021 the same display was seen by 11,880,900.

Southeastern also created a Solus email which was sent out to a mailing list of **88,969** (in 2022 this was 63,999) featuring the Hornby Train Trail.

Total Impressions: 13,333,748
(2022 - 4,053,617)



Visit Kent - Influencer Visit

We were delighted to welcome Mathilde - a french lifestyle and travel blogger @Mathilde_mu in early December. She has 127k followers on Instagram
Audience 80% Female and 20% Male

55% - Age 25-34

66% based in France

pov : Kent in winter feels like a christmas movie 🎄

- Day 2 in Canterbury : marché de Noël, visite de la cathédrale @cburycathedral, dîner chez @themillersarms et nuit au @abodehotelsuk

Total Impressions: 25,000



Visit Kent Christmas Competition

We offered a £50 Canterbury Gift Card as a contribution towards the competition. We were featured on Day 9 of the Give Away which received 1,162 entries. 800 of those ticked to subscribe to the Visit Canterbury eNewsletter). Over the 16-day competition, Visit Kent received **28,845** entries.

Print Advertising

Kentish Gazette Banner Adverts

3 x weeks of front cover banner advertising was taken out with the Kentish Gazette.

Circulation - **6,173**

Weekly readership - **29,209**

Total impressions: **87,627**

'Cene Magazine

Advert placed in local magazine with digital assests featured on Southeastern trains.

Readership - **7,573**

Marlowe Theatre Programme

5,000 Marlowe Panto programmes were printed with an estimated readership - **25,000+**





Thank you!

Thank you to everyone who supported,
promoted and took part in this year's Christmas activities.

If you have any questions around the campaign
please contact

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