

CASE STUDY – YULE VILLAGE

BACKGROUND

During Christmas 2018, Mercury Consumer Ltd delivered a UK-first event in Bexleyheath, Kent. The Yule Village was the town's largest event to date, which offered visitors the chance to experience the feeling of being under the Northern Lights within a Nordic Forest. From the moment visitors stepped into the tipi they felt the crunch of snow beneath their feet and were immersed in the sounds and smells of the forest. There also a festive family cinema tipi and a large entertainment room, complete with a 9ft interactive reindeer and multiple selfie props, where families could play board games.



OUR WORK

Our work comprised two main phases:

PHASE 1

Mercury Consumer Ltd worked initially had to present our event ideas to the Bexleyheath BID management team. Once we had their buy-in, we then had to undertake a series of consultation work which included presenting to the BID board, levy payers, key stakeholders and the local authorities to satisfy them that the Yule Village was how the budget should be spent. The size and scale of the event was unprecedented in Bexleyheath. The BID took a risk and it was our job to ensure it was a success. We held a VIP launch, which gave business owners, local authorities and journalists a chance to experience the tipis before the official opening.

PHASE 2

Mercury Consumer Ltd managed every delivery aspect of The Yule Village, which took over Bexleyheath town centre for six weeks and was open to the public every day.

We created captivating and engaging marketing collateral to promote The Yule Village.

Our work involved the production of:

- A video to capture the family magic inside the tipi
- Branded fencing around the perimeter of the tipi
- Pre and post event PR
- Designs for bus backs / posters / leaflets / digital campaigns

THE RESULTS

Footfall figures showed visitors to Bexleyheath town centre increased 2.5 per cent compared to the previous year in the month of December, which is higher than the national average of minus 2.6 per cent - the second largest drop since the recession in 2010.

Forecasts warned shopkeepers to prepare themselves for the quietest festive period since the credit crunch that year. More than 42,000 flocked to the town centre on the launch of The Yule Village, which was 15 per cent higher compared to the previous year.

All of the work was delivered on time and within the budget of £75,000.

CASE STUDY – IT'S THE FORT THAT COUNTS

BACKGROUND

It's The Fort that Counts was a thought-provoking campaign to put Manchester Fort Shopping Park at the forefront of people's minds during the Christmas period. This multi-layered campaign embraced all platforms including OOH, events, social media and PR to ensure the message reached the park's multiple target audiences. It aimed to tick all the boxes such as increasing sales and footfall in comparison to last year, attract a new younger demographic, growing our social media following, strengthening the centre's position in the local community and for the centre to be seen as a meeting point for great shopping, food, drinks and events.

OBJECTIVES VS RESULTS

5% footfall Vs last Christmas period

We set it our target to increase the footfall to the retail park by 5% YoY. During the week of the billboard campaigns, we footfall to the retail park increased by 33%.

Increases in sales by 2% in participating retailers in comparison to sales Vs LY

100% of retailers at Manchester increased sales or remained level in comparison to Nov – Dec 2018

Increase event attendance in comparison to last year

Each year, Manchester Fort partners up with the local Jewish community to celebrate Chanukah, this is part of the inclusivity aspect of our events. The 'It's the Fort that Counts' event saw an increase of 36.6% of people attending the event.

Increase Facebook followers by 50 on average per week during the campaign

On Facebook, we averaged 61 new followers per week.

Receive more than 20% engagements on posts over the campaign period YoY

The social campaigns Wish Fortfillment and 12 Days of Fortfillness proved to be an impactful campaign as Manchester Fort's Facebook account saw an increase of 82% YoY.

Increase Instagram reach and impressions by 10% over the duration of the campaign

Through the month of December, Instagram saw an increase of 90.5% on reach and 97% increase on impressions.

Strengthen community partnerships through CSR events

The shopping park funded a family party Royal Manchester Children's Hospital. We held a 'Toy Drive' and worked together with different retailers and was donated several sacks of toys and gifts for parents were donated along with a fully functional Santa's workshop.





CASE STUDY – MIDLANDS ENGINE

BACKGROUND

The Midlands Engine partnership brings together public sector, education and business partners – all of the top tier local and combined authorities across the East and West Midlands, nine LEs, 20 universities, thousands of businesses and others, with the aim of generating added value for the whole of the Midlands, its communities and the wider UK.

Funded by the Department for International Trade, the Midlands Engine Opportunities in Rail Programme was seeking to create marketing collateral and a campaign to better promote the area to potential national and international inward investors, with a view to achieving an uplift in inward investment and employment in the sector.

OUR WORK

Our work comprised two main phases:

PHASE 1

The initial three-month stage involved the undertaking of primary research with key stakeholders across academic, commercial and government sectors investigating the potential of the Midlands region to become Europe's leading rail industry cluster.

Our research involved working with major supply chain businesses, leading academic and research institutes, councils, LEs and government departments to assess, define and refine the offer and opportunities, culminating in the production of a market assessment report and strategy for the Midlands Engine and DIT.

PHASE 2

Phase Two involved taking the outputs of the research programme to create meaningful and engaging marketing collateral to promote the region.

Our work involved the production of:

- Rail Opportunities brochure
- Rail Opportunities 60-page prospectus
- Rail Opportunities animation video
- Rail Opportunities exhibition stand and materials for use at international trade shows

All of the work was delivered on time and within budget