

Case Study

Client: Visit Chester & Cheshire
Project: Chester Christmas Marketing Campaign

Visit Chester & Cheshire (VCC) & Chester City Council work in partnership to promote Chester as a Christmas shopping destination. Ingenious Creative won a three-way pitch to deliver this important campaign for the 2007 festive season.

The Brief

Research supplied by VCC and Chester City Council into the 2006 campaign, indicated an achieved ROI of 70:1, with just under £7m being the estimated visitor spend influenced by the campaign that year. The client's brief tasked the recipients to "create a visually impactful creative concept that portrays Chester as a unique Christmas shopping destination with a distinctive atmosphere."

The target ROI was indicated as > 75:1

Creative Execution

The design took the unique qualities of Chester as its inspiration and featured bespoke photography shot in the streets of the City.

Ingenious Creative was responsible for all creative execution, including art direction of the photo shoot, booking of models, sourcing of props and so on. As well as creating the 'hero' image for the campaign, we also created a library of 'festive' photography to put into stock for subsequent work. A selection of these can be seen here, along with the campaign poster execution.

Media

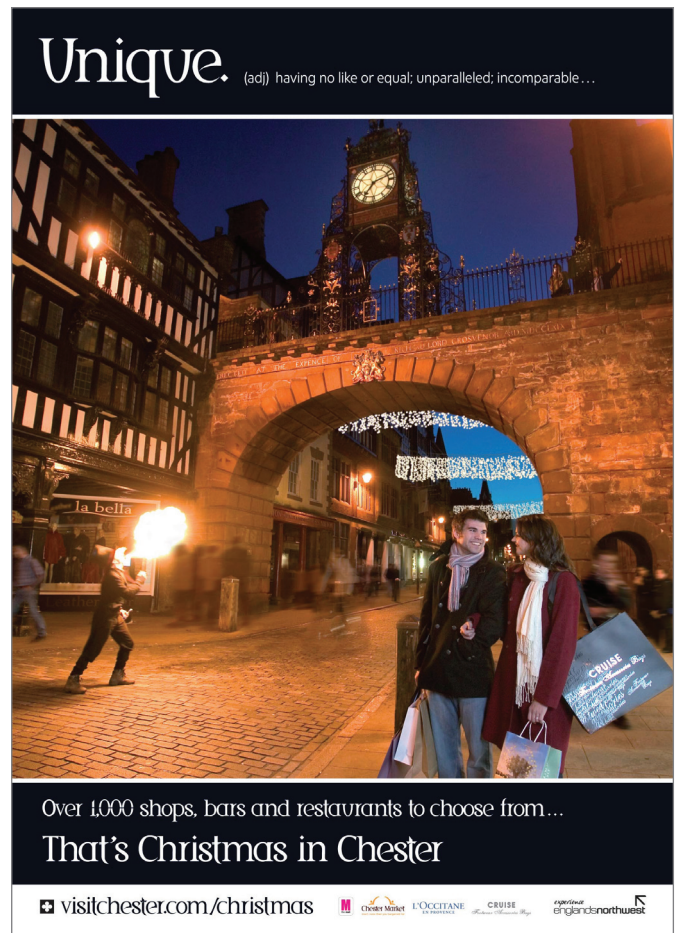
The campaign ran on a mix of outdoor media in the run up to the festive period. Although we were given a much smaller media budget than in previous years, the campaign took in a mixture of 48 and 6 sheet poster sites across The Wirral, East Cheshire & North Wales. In addition, a promotion in conjunction with Merseyrail saw posters displayed on railway station concourses and platforms.

Furthermore, a range of printed items such as Store Directories and City Guides were produced. Finally, a 'splash' page for www.visitchester.com was created.

Results

The following comments were obtained from a research survey conducted in November & December 07

- 88% of respondents agreed that Chester is a stylish place to do Christmas shopping
- 79% agreed that Chester is a unique place to do Christmas shopping
- 30% of all respondents said they recalled advertising about Christmas shopping in Chester (87% for Merseyside, 56% for Cheshire and North Wales)
- 22% confirmed the campaign had influenced their decision to visit Chester
- Estimated total spend generated by campaign is around £14.8 million
- Last year the total estimated impact was around £11 million
- Campaign ROI around 200:1



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Testimonies

"Ingenious were fantastic to work with on this campaign. Their innovative, confident approach to the brief was supported by a well organised photo shoot and exemplary project management, often to challenging timescales."

Visit Chester & Cheshire

"The campaign has produced strong recall and impact on a relatively low budget (lower than previous year). It has produced extremely positive returns - well above industry averages."

Chester City Council

