

Travel through  
time *this summer*



# Gloucester Goes Retro

Saturday 28 August 2021

**Evaluation Report 2021**

# Target Audiences

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## Age

- Generation X, Millennials

## Demographics ([Arts Council, Audience Spectrum](#))

- Home and Heritage
- Trips and Treats
- Up our Street
- Hey Days
- Facebook Families

## Gender

65% male/45% female split

## Locations

Gloucester, Cheltenham, Stroud, Hereford(shire)



# Activity Summary

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- New brand for retro developed
- Press and PR Campaign, two press releases issued and one photocall
- SoGlos advertorial placed in July
- Flagtrax Flags on arterial routes into the city
- Gate Street Banners
- Totem and Big Screen Content
- B2C enewsletter
- 200 posters printed and delivered to local businesses
- 20,000 flyers printed and handed out
- Social Media Campaign
- Advertorial in Cotswold Life
- Film footage captured on the day for use in future years



# New Brand

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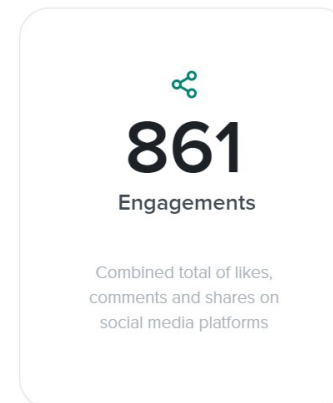
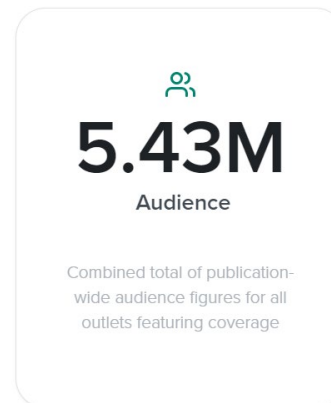
- New eye-catching and timeless brand developed in April by The Lines Group
- Uses retro font, tyre tracks and gate street sign icon to capture the essence of the event
- Rolled out across adverts, website and social media in May
- Used on Flags and Banners
- Logo can be adapted each year to reinforce brand recognition



# Press and PR

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- First press release issued through Council Comms team April 2021
- Second press release issued through Council Comms and through 10 Yetis Press and PR Company July 2021
- SoGlos Advertorial released July 2021 achieved 78,000 views
- Stay Happening had the biggest reach of 248,000 views
- Punchline had one of the smaller reach figures of 1,900 views
- Total Press and PR Figures:



# Outdoor Media

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- Flagtrax flags installed on arterial routes into the city on 27 July 2021 estimated reach 300,000 (according [City Highways Traffic Data](#))
- City Centre Totems
- Big Screen in Gloucester Transport Hub
- Banners in Gate Streets

Impressions are difficult to determine for the City Centre outdoor media but based on Exertions impression data we can assume that the totems and banners would achieve c6,000 impressions a day.  
**Total** 180,000 impressions.



# Digital Media

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Most of this year's budget was spent on digital media as pick up rates for traditional print media have not recovered since the pandemic. This also allowed us to target our audiences and reach them in a quick, efficient and measurable way.

## August 2021

Facebook Impressions	24,700
VG Homepage ad	36,038
VG GGR page	6,370
GGR website	2,000



# Results

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## Footfall Figures

We are still awaiting footfall data from Town and Place AI. The retail centres reported the following uplift in footfall figures against the previous weekends:

The Quays +18%  
Eastgate +42%

## Accommodation Sector

We reached out to our accommodation partners to find out what their uplift was with the following results:

Hatton Court – at capacity both weekends  
Mercure Bowden – at capacity both weekends





# Suggestions for 2022 Marketing

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- As pick up rates for traditional print were poor in 2021 we decided to promote this event digitally however we may have missed some of the older target audiences through omitting this. We will consider doing a small print and distribution run prior to the event next year.
- Businesses were really happy to take posters - we issued all `50 in a week will print more next year and get them distributed
- The catenaries looked great we could book them earlier and use car badge motifs as decoration in the lead up to the event.
- Video got the best impressions on social media, sharing youtube tutorials worked well. Will share more video next year.
- The visitgloucester website significantly outperformed the GGR website - consider making the GGR website for exhibitors/B2B only.

