



Gloucester Kings Square Launch

30 April 2022

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The day...



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The Promotion:

- 2 press releases issued by Gloucester City Council Comms Team
- Coverage in SoGlos [Kings Square hosts free day of entertainment for its grand opening - Gloucestershire children & family – SoGlos](#) (estimate 35,000 reach)
- 3 Radio interviews in advance with BBC Radio Gloucestershire
- TV coverage from ITV news
- BBC Radio Gloucestershire broadcasting live from the event
- Two blogs on Visit Gloucester website (reach 1,889 combined)
- Paid Facebook advertising (reach 56,528)
- Organic Social Media (reach 46,254, engagements 2,874)

