

#MakeYourChristmas Canterbury Campaign Review 2021



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Following 18 months of uncertainty, the Canterbury's Christmas Committee were determined to provide a campaign for the city that supported its business community.

Christmas in Canterbury 2021 needed to be the biggest and best it could possibly be.

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Lisa Carlson, Canterbury BID

From September the Christmas Committee met to plan the content of the campaign, ensuring maximum reach, rich content, media focuses and sharability.

The committee has representatives from:

Canterbury BID (lead)

Visit Canterbury (co-lead)

Whitefriars

Goldsmiths

The Beaney

Canterbury Cathedral

The Marlowe Theatre

Christmas Market organisers Rockhopper

Southeastern



Campaign Budget

Each year Canterbury BID earmarks **£16,000** to create a city-wide Christmas Campaign.

This year, in order to include TV advertising within the budget, the committee members added their own financial contributions enabling a Christmas Campaign budget of **£30,000**.

We would like to thank the committee for their generous donations both financially and through their time spent on the project.

Campaign at a glance

- 1 Nov - 24 Dec - 20,000 Christmas guides distributed locally and shared as digital format.
- Dedicated Christmas website
- Marketing toolkit circulated to Canterbury businesses
- November/December - Heart FM campaign
- Two week TV advert on ITV and ITV Hub
- 12 November Christmas Light Switch on and launch of Christmas Market
- 1 December Christmas Window Competition
- Online Advertising with KM Gazette and Muddy Stilettos
- 1-24 December LEGO Trail including 2,000 maps circulated
- 11 December – Merry Brickmas at The Beaney launches
- 12 Nov - 24 Dec - Social Media Campaign overseen by Pillory Barn

Canterbury's Christmas campaign reach in Numbers



Heart FM
2,099,000
Smooth FM
1,231,000



Christmas Maps & Guide
22,000
Digital 12,068



Social Media
Visit Canterbury & BID channels:
196,672
eNewsletters
20,897



Visit Canterbury website visits
173,672



ITV & ITV Hub
1,091,369



Online advertising
233,435

Southeastern
76 x posters & solus email
11,942,900

Total Reach: 15,931,644 (2019: 3,452,428)
Cost of campaign per impression: £0.001 (2019: £0.009p)

Timeline

- 1 Nov - 24 Dec - Christmas guides
- 1 Nov - Marketing toolkit shared
- 1 Nov - 31 Nov - Muddy Stilettos campaign
- 8 Nov - 19 Dec - Heart FM campaign
- 12 Nov - 24 Dec - Christmas website
- 12 Nov - Christmas Light Switch on
- 12 Nov - Christmas Market launch
- 12 Nov - 24 Dec - Social Media Campaign
- 24 Nov - 7 Dec - ITV and ITV Hub Advert
- 26 Nov - 9 Jan - Marlowe Theatre Panto
- 1 Dec - Christmas Window Competition
- 1 Dec -24 Dec - LEGO Trail
- 11 Dec - 4 Jan – Merry Brickmas Exhibition



Christmas Footfall:

November: 638,351 (+95.8% on 2020)
December: 679,669 (+59.2% on 2020)

In 2021 Canterbury saw footfall increase by 19.1% compared to 2020

ITV Advert

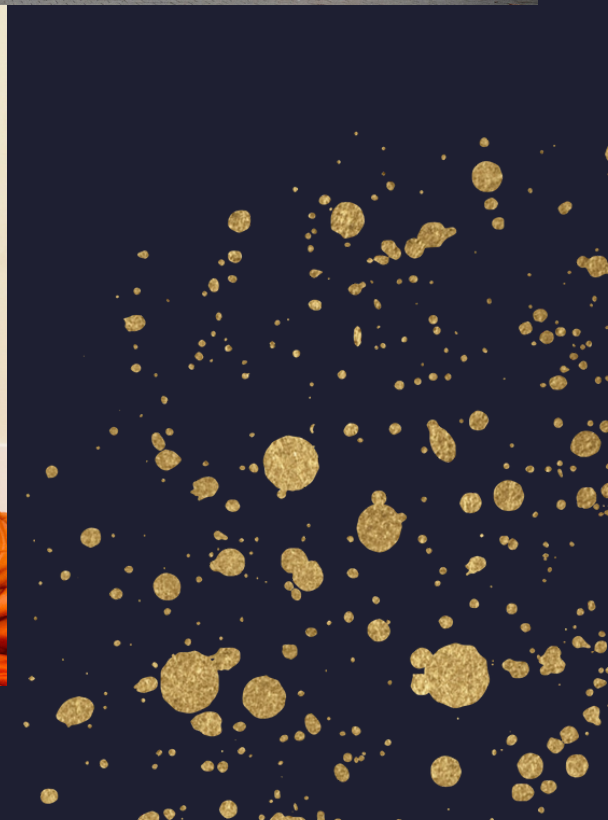
The ITV advert presented a mother, son and dog exploring all of the activities on offer in Canterbury at Christmas.

Filming took place on Monday 15 November in order to capture the Christmas Lights and Christmas Market. The Panto and LEGO had not yet launched, but we were able to get shots of some LEGO items.

Two versions of the advert were created:
20 seconds for ITV
40 seconds for ITV Hub (including Canterbury West Station):

- 24/11/2021 to 7/12/2021
- Delivery TVRs: 62
- Impressions: 1,034,227
- HUB Impressions: 57,142

Total impressions: 1,091,369



Version 1 - Christmas Nights

*Enjoy magical days and nights in this beautiful medieval city...
With thousands of twinkling Christmas lights – so elegant and
pretty.*

*From the world famous Cathedral full of festive joy and song
To our panto Jack and the Beanstalk, bring your family along.
And for great restaurants, cafés, pubs and bars... There's no
better choice this Christmas than ours.*

*It's all at Canterbury.co.uk to see...
Make your Christmas... Canterbury*

Version 2 - Christmas Days

*In the crisp winter days beneath twinkling lights...
Discover the city of festive delights.*

*From big brand names to independent stores...
There's inspiration for gifts and more.*

*With the Christmas Market and Santa's Grotto ready too...
There's always something new to do.*

*Building memories with the family, we've got Lego galore...
From Merry Brickmas at the Beaney to a city-wide tour!*

*It's all at Canterbury.co.uk to see...
Make your Christmas... Canterbury*

Heart FM

This year's Radio Advertising campaign with Heart FM and Smooth Kent saw investment of £10k. The recordings were broadcast from 8 Nov - 19 Dec.

3 different adverts were created:

- Christmas Days (30')
- Christmas Nights (30')
- Christmas (10')

Heart Kent East

- 499 spots
- **Reach 179k (36.7%)**
- Impressions 2,099,000

Smooth Kent

- 494 spots
- **Reach 94k (7.2%)**
- Impressions 1,231,000

(increase of 2,194,00 compared to 2019)



Christmas Guides

From end October - 20,000 Christmas guides distributed locally

9,000 copies were dropped door-2-door to the following villages:

Whitstable

Chartham

Barham & Kingston

Boughton Under Blean

Bridge & Bekesbourne

Patricbourne & Bishopsbourne

Digital Guide on ISSU received an average view time 1.54 minutes and at its height 200 impressions per day.

Southeastern Posters

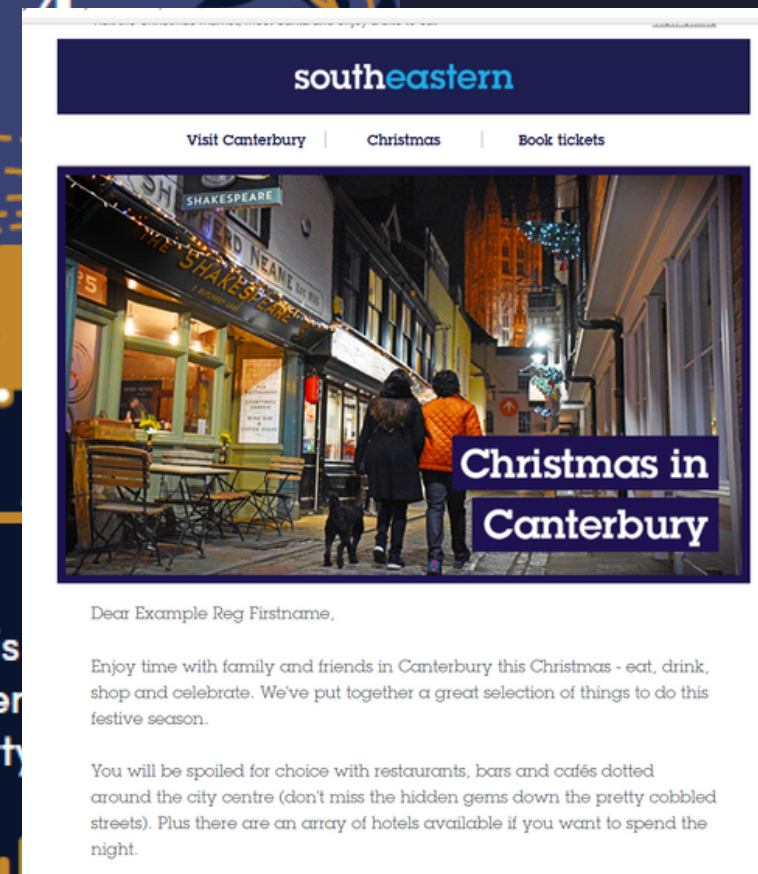
Southeastern created and printed 76 x A0 Christmas Campaign posters which were displayed at Southeastern Platforms across Kent.

76 x posters were on display from the 22 November – 24 December 2021.

The number of journeys to the stations where the posters were displayed totalled **11,880,900**.

Southeastern also created a Solus email which was sent out to a mailing list of **62,000** highlighting all of the things to do in Canterbury over the Christmas period and links to Visit Canterbury.

Total Impressions: **11,942,900**



Canterbury's LEGO trail

To encourage footfall this Christmas, and to tie in with The Beaney's Merry Brickmas Exhibition, 38 businesses took part in a city-wide trail LEGO trail.

2,000 LEGO trail maps were printed and circulated through The Beaney and participating trail stops.

Each location also displayed a window cling with a QR code linking to The Beaney LEGO exhibition webpage.

Digital LEGO Trail maps were accessed on The Beaney's dedicated LEGO event page which received 6,038 views in December and the facebook event page received 7,000 impressions.



Muddy Stiletto

Online lifestyle magazine Muddy Stiletto provides the inside line on the quirky, cool and unmissable in the countryside.

In November the Christmas Campaign was featured as a headline advert on the website. Christmas content was then featured in 8 separate web articles feeding into newsletters and social posts.

21,000 unique readers per month
3k article reads with 5.48 dwell time.



Kentish Gazette and KMFM Radio promoted the Christmas Lights Switch-On and launch of Christmas Market on the 12 November which featured KMFM Radio Presenter as host for event.

Promo radio ads - 33,075

Digital Alerts on App - 52,507

Online article - 9,858

Printed article - 116,995

Total reach: 212,435

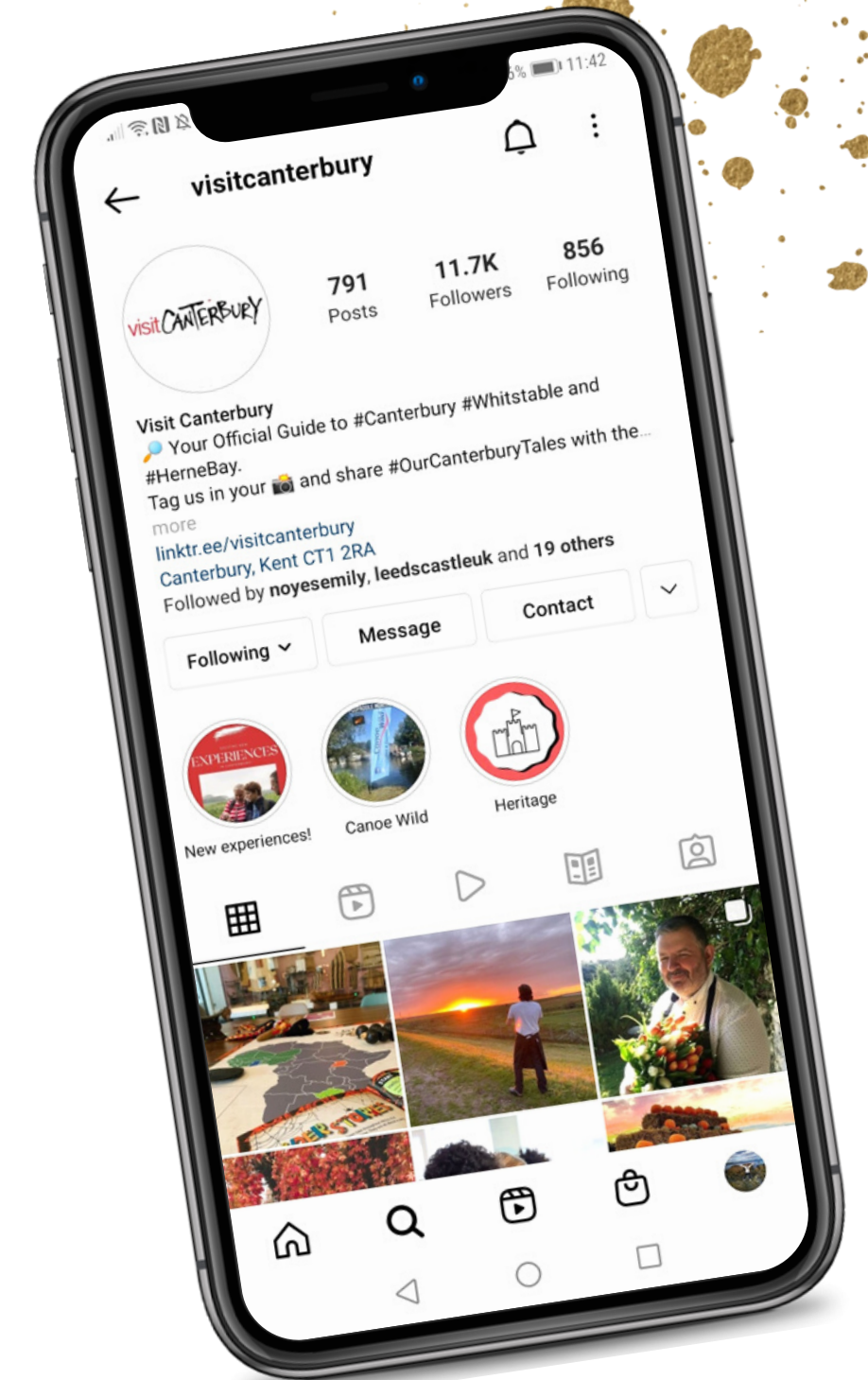


Marketing Toolkit

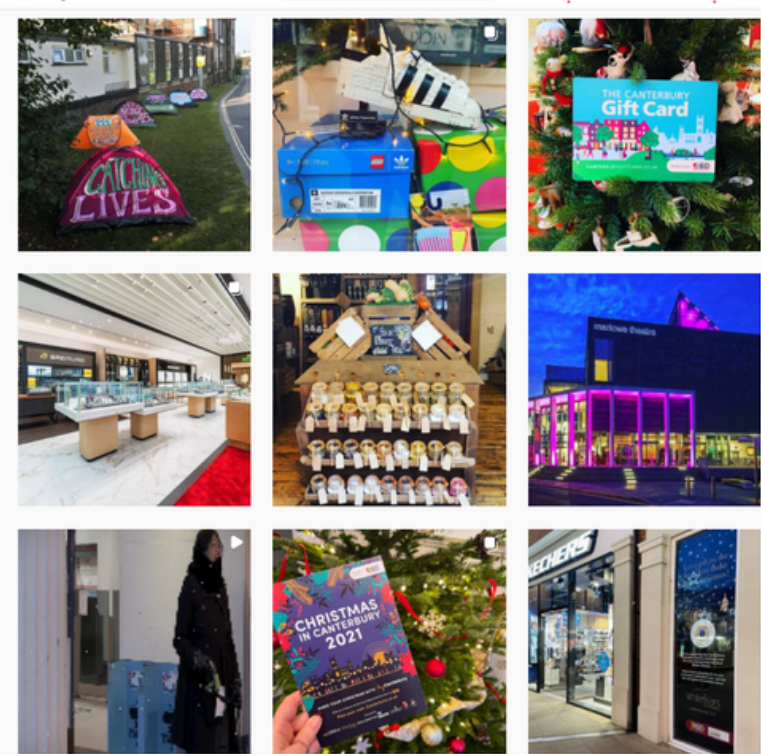
A campaign toolkit was created and circulated through Canterbury BID and Visit Canterbury channels to their members. This included:

- *Album of copyright-free photos*
- *Hashtags to include in posts*
- *Tags for including Visit Canterbury and MyCanterbury*
- *Content ideas*
- *Events to share*
- *Branding frames and logos*

The aim was to help the committee share strong and consistent messages, and give people plenty of reasons to visit Canterbury over the Christmas period.



Digital Campaign



Instagram

- MyCanterbury - 17,260
- Visit Canterbury - 57,603

Twitter

- VisitCanterbury - 8,000

Total Reach: 82,863



Website Visits

Decided Christmas in Canterbury homepage: Canterbury.co.uk/Christmas

- Visits to Christmas pages: 173,672
- Dwelltime on homepage: 2m16s
- Dwell time: pages: 1m34s
- Peak visitors: 20/11, 04/12 and 11/12

Total Reach: 173,672



Facebook

- MyCanterbury - 64,914
- Visit Canterbury - 16,300
- LEGO Trail Event - 7,730
- Christmas Parade event - 24,865

Total Reach: 113,809



Newsletters

B2B and B2C newsletters promoting the campaign content.

Unique opens:

- MyCanterbury - 14,810
- Canterbury BID - 2,403
- Visit Canterbury B2C - 3,684

Total Reach: 20,897

Total Reach: 391,241

Nathan Crouch
Canterbury
Cathedral

It's hard to overstate the value of so many Canterbury partners working together with Canterbury BID to showcase the district and everything it has to offer at Christmas.

The collaborative, coordinated approach, with the pooling of ideas and resources, led to a stand-out campaign, with the district - and individual businesses - able to 'punch above its weight' in terms of marketing reach and visibility (not least with the city's first-ever TV advert).

Nikki
Rockhopper Events

Rockhopper Events were pleased to once again collaborate on Canterbury's Christmas offering.

This has a positive impact on Canterbury Christmas Market as we can work together on opening dates and events, also ensuring no date clashes or replication of activities. We were a part of the amazing LEGO trail and our team also very much enjoyed participating in the light switch on parade, organised by the BID.

Julie Holness
Whitefriars

The campaign was a great example of how collaborative marketing can work. Whitefriars has a Christmas marketing budget, however, we know a joined up approach not only allows us to reach a much wider targeted audience but also provides our shoppers with an enhanced customer experience.

This year in particular customers were looking for that extra special Christmas shopping experience, and I believe working collaboratively the City certainly delivered that. The group works extremely well together and looking forward to working with everyone again in 2022.



Rebecca Evans
Southeastern

Southeastern recognise the importance of working with partners to help drive local economy recovery and visitors to destinations around Kent.

We are delighted to have collaborated with Canterbury BID and partners to help drive visitors to Canterbury at Christmas by train to enjoy festive activities, shopping and events.

Canterbury was one of Southeastern's busiest destinations outside of London in December.

John Baker
The Marlowe Theatre

It has been great to work in partnership on the Christmas campaign - it has allowed us to work together to really promote the range of what Canterbury has to offer.

Holly Buggins-Eaves
The Beaney

The Beaney's 'Brickmas' BRICKLIVE exhibition welcomed over 7,000 visitors - complemented by the BID's free LEGO trail map featuring 38 locations, with the Beaney highlighted as the final stop.

This not only helped increase footfall to the museum, but contributed to driving and distributing footfall around the city centre itself in the run up to Christmas. The partnership allowed us to collaborate and deliver positive outcomes for both the museum service and wider district.

Key Learnings

The committee agreed that, for 2021, the focus of the campaign should move away from print advertising and focus on TV, Radio and social media. The City Guides and LEGO trail maps were the only print advertising invested in.

This change in focus has allowed for a more targeted marketing, high quality content and increase in reach. We were also able to reduce the cost per impression by 0.002p.

The target was to increase visitors to canterbury.co.uk where all the key events and activities taking place in the city were promoted. Between 12 November - 23 December users increased by 250% and organic searches by 158%

How can we make it even better for 2022?

- Could we involve social influencers?
- Invest in google ads / SEO?
- Should the campaign start earlier in November?
- Website page with bookable Christmas experiences?
- Could we increase poster sites?
- Can we work with Visit Kent to position Canterbury nationally as the destination for Christmas?





Thanks for reading!

If you have any questions, feedback or need any assistance at all, please contact:

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