

CASE STUDY

LAS VEGAS COVENT GARDEN CHRISTMAS DELIGHT PROMOTION



INTEGRATED BRAND / RETAIL CAMPAIGN

THE BRIEF

- The main theme for Christmas at Covent Garden 2008 was “light”
- A bespoke light installation was designed in the Market Building. It comprised hundreds of hanging LED light tubes that:
 - Performed a light show
 - Allowed the public interact with by creating their own patterns
 - Responded to musical performances
- Campaign included a pop-up ‘dark’ bar and a pop-up Christmas shop, amongst other activities
- As part of the campaign, the new website (www.coventgardenlondonuk.com) was re-skinned to integrate with the campaign. The URL was referenced in all marketing and PR activity

TACTICS

- Key promotional marketing channels:
 - 50K flyers in Covent Garden POS / Info areas
 - Online micro-site with landing page plus links / offers etc
 - Enewsletter to Covent Garden Database (2 x 25K)
 - E-blast to new targets (London SE ABC1s) (100K approx.)

RESULTS

- Reach: 300,000
- Competition Entrants: 13,149
- Website visits: 46,191

