

The logo for CIPR PRIDE AWARDS 2019 GOLD WINNER. The text 'CIPR PRIDE AWARDS 2019' is in white, and 'GOLD WINNER' is in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

**Category:** Consumer Relations Campaign

**Company:** W North

**Entry title:** Launching Cycle Expo Yorkshire

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**Brief and objectives:**

- Help generate 3-5 exhibitor leads through cycle trade media awareness
- Help generate 2,500-3,000 ticket sales through sustained consumer, regional and national media coverage
- Deliver 2-3 pieces of coverage per month across cycle trade, consumer cycle press and online sites and regional media (24-27 pieces in total) over a nine-month period (Feb – Oct 2018)
- Secure 3-4 x media attendees for press morning on opening day
- Develop legacy content for any future expos.

**The idea, research and planning:**

Without any historical assets to be able to lean on, W North's challenge – to establish the first major cycle expo in Yorkshire – was a tough one.

With minimal budgets available to execute mass or large-scale creative solutions, our approach was to maximise on available assets in order to consistently amplify key messages, maintain awareness of the event, signpost ticket sales opportunities and exhibitor sign up.

Those assets included leveraging Cycle Expo's ambassadors and delivery partners to drive additional news and awareness of the show outside of traditional 'show announcements'.

For example, ambassador Lizzie Deignan was used to speak to media about women in cycling, but effectively linking this through to Cycle Expo Yorkshire's work to support female cyclists.

We knew there was huge appetite for cycling in Yorkshire, given its successes with major events like Tour de Yorkshire and the stages of Le Tour De France in 2014. Connecting those fans with a new, inclusive exhibition would be the secret to its successful cut-through.

### **Strategy, tactics, creativity and innovation:**

Our strategy was to make Cycle Expo Yorkshire appealing and a 'must-attend' event to the following groups:

- Keen amateur and semi-professional cycling 'die-hards' across the UK
- Cycling enthusiasts specifically within 100-mile radius of Cycle Expo site
- Family 'day out' and outdoor enthusiasts within a 50-mile radius of Cycle Expo site
- Forge partnerships with Welcome to Yorkshire and the Tour de Yorkshire to showcase a programme of cycling events, collectively establishing Yorkshire as the capital of cycling in the UK, with Cycle Expo Yorkshire mentioned alongside these other better established events
- Amplify exhibitor / attendee stories at key times through the campaign build up and maintain momentum
- Consistent engagement with the wide range of core trade and consumer-led cycle press, online sites and influencers and wider regional and national press in order to drive ticket sales
- Offer exclusive stories and competitions to key titles in order to deliver clear route to attendance and secure additional coverage when show 'news' isn't readily available
- Work with exhibitors and exhibition partners to collate fresh assets which visually illustrated what to expect from Cycle Expo
- Engage media and influencer on the days of the exhibition to provide on-the-day media coverage, and start the process of building momentum for the years to come.

### **Delivery:**

- Our first piece of tactical planning came to fruition with the 'double announcement' of the launch of the show. Firstly, we announced its arrival to cycle trade, cycle consumer magazines and regional press in February
- One month later, we confirmed that former women's world champion, Lizzie Deignan would be Cycle Expo Yorkshire's ambassador. We negotiated the platform of the popular Welcome2Yorkshire Showcase to make this announcement, giving us a second bite at the cherry, and also dominating subsequent regional coverage of the W2Y showcase announcements
- This was enough to generate keen interest and garner exhibitor sign up. The more names we could confirm, the more consumer interest and take up we could generate
- We worked closely with confirmed exhibitors and encouraged them to hold back key announcements and new product / cycle related news for announcement at Cycle Expo Yorkshire. This resulted in us being able to deliver consistent and high-quality news coverage for the discerning and demanding cycle trade press, many of whom

admitted early in the campaign to a level of 'expo fatigue' due to long-established exhibitions in London and Birmingham

- Meanwhile, we developed a growing list of media opportunities for ambassador Lizzie Deignan, including national newspaper interview opportunities, supplementing these in niche cycle press publications and online sites, with tier two ambassadors covering BMX, trail bike, road bike and mountain bike
- We tapped into a core cycling networks developing a bespoke partnership with Cycle to Work scheme, targeting their community of over 150,000 cycling enthusiasts
- With strong exhibitor numbers confirmed part way through the campaign, we switched attention to consumer- focussed activity, securing insertions into regional and cycle-specific what's on guides and 'family day out' round ups
- With the final programme of events and exhibitors only confirmed in the final weeks leading up to the event, those attractions, big cycle names and ambassadors were maximised in order to drive ticket sales via the Expo website.

#### **Measurement and evaluation:**

- 6,000 tickets sold
- 11 x exhibitor sign ups as a direct result of cycle trade coverage
- 102 x total pieces of coverage
- 29 x national, trade and cycle-specific consumer pieces
- 62 x regional articles
- 11x broadcast pieces across radio, TV and podcast
- 11 x press attendees through Expo weekend
- 38 x social posts from attending press while on site.

#### **Budget and campaign impact:**

- Budget: £10,000 over 10 months
- With a target of attracting 2,500 – 3,000 ticket sales via communications activity, we were able to track 6,000 tickets to communications activity
- Off the back of this success, organisers committed to Cycle Expo Yorkshire 2019 and we have once again been retained to support their communications activity.

Dan Bardgett: Managing Director, Cycle Expo Yorkshire:

"There's little doubt we would not have generated the tickets sales we did without the support, determination and sheer bloody-mindedness of the W team. They were relentless in

their pursuit of crucial pieces of PR, in cycle trade, and across key lifestyle and cycling interest publications and online sites. Their activity had measurable bottom line impact for us, on exhibitor sign up, on pre-booked ticket sales and on walk up attendees.”