



ASCOT RACECOURSE APPOINTS ISOBEL AS LEAD CREATIVE AGENCY AHEAD OF NEW ROYAL ASCOT CAMPAIGN

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Ascot Racecourse has appointed independent agency isobel after a formal pitch process as its lead creative agency, overseeing the core Ascot brand and all racedays, including Royal Ascot. The pitch was handled by Oystercatchers.

isobel will work with Ascot as a creative consultant, partnering with internal stakeholders to define and develop new campaigns for Royal Ascot, Ascot Racedays and Conference & Events outside of racing in 2020.

Founded over 300 years ago in 1711 by Queen Anne, Ascot is Europe's flagship international racecourse, home to Royal Ascot. Ascot hosts exceptional racing year-round, attracting the world's finest horses to compete on the historic course.

Speaking about the appointment, Juliet Slot, Chief Commercial Officer at Ascot, said:

“Following a thorough pitch process we are delighted to appoint isobel to be our lead creative agency. Their insight and passion for our brand and the creative pitched to us will inspire our customers around all our events. They demonstrated a clear ability to deliver against our brand vision for Royal Ascot as well as all our racedays and other income streams.

I would also like to take this opportunity to thank Antidote for their invaluable contribution to our business over the last six years.”

Sarah Humphreys, Account Partner of isobel, commented:

“We’re so excited to be working with Ascot, and to be part of such an iconic piece of British history. Finding a way to demonstrate the magic of Ascot is a fantastic challenge and we’re excited to bring it to life ahead of next years events and Royal Ascot 2020.”

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About Ascot Racecourse

Ascot Racecourse was founded in 1711 by Queen Anne and is constituted under a statutory trust contained in the Ascot Authority Act 1913. Three trustees (the “Ascot Authority”) are appointed by the Monarch and are ultimately responsible for the stewardship of the trust. The statutory purpose of the trust is to act for the benefit of racing at Ascot. All returns are reinvested in the business for the benefit of Horsemen (Owners, Breeders, Trainers, Jockeys and Stable Staff), racegoers and off course followers, both in the UK and Internationally.

Underneath the Trust, a corporate structure runs the business which employs around 200 people full time (directly and through our food & beverage joint venture with Sodexo known as 1711 by Ascot) and up to 6000 casual raceday staff.

Ascot hosts around 600,000 racegoers a year across 26 racedays (flat and jumps), 300,000 of whom come to Royal Ascot - a pivotal event on the racing and fashion calendar and a semi-state occasion - which equates to roughly 10% of the total number of racegoers attending in the UK from about 1.5% of the fixtures.

Ascot stages nine of the country’s Group One (elite) flat races in the summer, and a further four on the industry owned QIPCO British Champions Day. The Royal Meeting is the most international race meeting in Europe, regularly attracting runners from Australia, the USA and Asia and from within Europe.

Ascot currently turns over around £90m per annum and generates around £20m in net cash, all of which is reinvested into the business (1) to repay debt following the 2004-2006 £220m redevelopment (now under £60m), (2) in infrastructure and venue experience (currently around £7m per annum), (3) in prize money and (4) in general business development.

Alongside racing, Ascot runs a £2m a year conference and events business and in July 2018 launched its own pool betting business, AscotBet, in conjunction with the Tote.

Ascot's overall direct economic impact has been measured by Deloitte as being around £150m per annum (excluding the very substantial off course betting).

Ascot is broadcast live in over 175 territories worldwide; at home on ITV and overseas, including NBC. International reach is pivotal to Ascot's future business development and as a shop window for international investment in British Racing's £3bn per annum industry.

Ascot engages with its wider community in a range of ways. Around 250 charities benefit in some way from Ascot's support each year. Ascot's Property Raceday raises just under £200,000 per annum for children's charities. Ascot partners with the Berkshire Community Foundation to directly benefit regional charities.

For further information, please contact:

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