



ROYAL ASCOT

For Immediate Release, Monday 3rd February 2020

ASCOT RACECOURSE LAUNCHES CINEMATIC FILM TRAILER IN A NEW BRAND CAMPAIGN AHEAD OF ROYAL ASCOT 2020



[CLICK HERE TO VIEW THE 60-SECOND TRAILER.](#)

Monday 3rd February 2020, London

Royal Ascot is the subject of a new cinematic, Netflix-style brand campaign which aims to further build its position as the ‘must-attend event’ of the 2020 British summer.

With a history as rich as it is long, Royal Ascot sits proudly as the jewel in the crown of the British Flat racing season. Five days of unparalleled racing, high fashion, fine dining and pageantry, the Royal Meeting is renowned across the globe and delivers an unforgettable experience in a unique setting.

From Tuesday 16th to Saturday 20th June 2020, Royal Ascot will be broadcast to audiences around the world while welcoming almost 300,000 racegoers, in their finery, through its gates. A day at Royal Ascot is like being part of the greatest, and possibly the longest running, costume drama on the planet.

Created by independent creative agency isobel, as if it were launching the latest must-see drama, the video-led campaign captures the audience’s imagination through beautiful cinematography, powerful music and images of world-class Flat racing. Viewers are taken through the story of two racegoers who meet at one of the highlight events in the annual social calendar. The campaign invites us all to ‘Be Part Of The Drama’.

Ascot and isobel worked in partnership with production company Chief and director Yoni Weisberg to develop the concept and create the campaign. Video content takes on a film trailer feel while the still shots used across traditional media shows different aspects of a day at Royal Ascot – from world-class racing and pageantry to high fashion and fine dining – in a series of dramatic film poster style

visuals. A key hero image of the campaign features jockey Hayley Turner, who in 2019 became the second female ever to ride a Royal Ascot winner and the first since 1987.

Juliet Slot, Chief Commercial Officer, Ascot Racecourse, commented: *“We wanted to launch a very different campaign for Royal Ascot 2020 to appeal to an audience that is increasingly turning to online platforms, such as Netflix, to enjoy the latest drama series and cinematography. I hope that people agree we have delivered a campaign that embodies the excitement and atmosphere that Royal Ascot has been delivering to racegoers for some 250 years. We look forward to welcoming regulars of the Royal Meeting again this year, alongside newcomers who are yet to experience the spectacle in person.”*

Royal Ascot will be held from Tuesday 16th – Saturday 20th June 2020. Early Bird Tickets available until 31st March 2020, starting from £32 per person. Fine Dining Packages starting from £277+VAT per person and Private Box Packages from £745+VAT per person.

To book tickets visit www.ascot.co.uk/royalascot or call 0344 346 3000.

www.ascot.co.uk #RoyalAscot

ENDS



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NOTES TO EDITORS

Ascot Racecourse was founded in 1711 by Queen Anne who saw the land had potential for horseracing. Royal Ascot in June is an occasion like no other in the sporting calendar. While its five days of flat racing attracts entries from around the world and it is demonstrably a celebration of horseracing at its very best, it is also a social occasion like no other, steeped in history and synonymous with pageantry and style. On each of the five race days, Her Majesty The Queen

arrives by Royal Procession along the racecourse with her guests, in full view of the 300,000 weekly spectators. At the heart of Royal Ascot is the Royal Enclosure which is some 200 years old. Within this area, a dress code of morning dress for men and formal day wear for ladies applies.