

Sculpture Trail 2023

Covent Garden, London



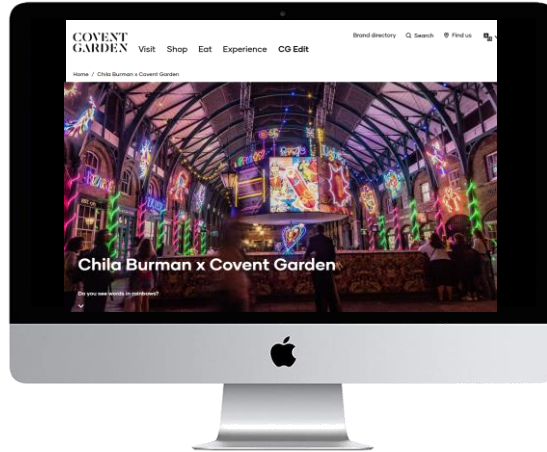
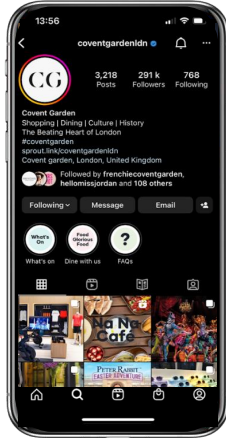
Sculpture Trail – Communications

Performance and plans

Sculpture Trail - Communications

As detailed in the original consultation pack, key phases of the Sculpture trail are to be supported by a robust communications plan. Phases of 'Pre-Launch', 'Launch' and 'Sustain' were plotted against the 3 month duration, with communications consisting of the following:

- **PRESS** to drive broad coverage across multiple media verticals consisting of launch activity, domestic and international media tours and PR plan considerate of consumer lifestyle, property and industry sectors.
- **DIGITAL & SOCIAL** to raise awareness of the physical trail across all Covent Garden channels. Consisting of bespoke editorial, influencer activity, traffic driving promotion and inclusion in paid advertising and email newsletters.
- **CHINA CHANNELS** that raise awareness of the trail as a brand new attraction as part of the 2023 Covent Garden consumer acquisition plan. Driving user generated content and inviting relevant influencers.



Sculpture Trail – Press Coverage performance: Pre-Launch & Launch:

From a series of press announcements, releases and photocalls, the following coverage has been achieved between campaign launch (14th July) – 24th July:

BROADCAST

- BBC London Radio (Listeners: 564K)
- ITV Good Morning Britain - TV (Viewers: 14M)
- Channel 5 News - TV (Viewer count: N/A)
- BBC London - Radio interview with Charles Mayhew (Listeners: 564K)
- BBC London News - (TV Viewer count: N/A)



PRINT

- The Telegraph (MUU: N/A)
- Metro (MUU: 955K)
- Daily Star (MUU: 148.5K)
- Edinburgh Evening News (MUU: 7.4K)
- Glasgow Herald (MUU: 12.9K)
- The Courier and Advertiser (MUU: N/A)

ONLINE

- [The Times Online](#) (MUU: 36.1M)
- [BBC](#) (MUU: 572.3M)
- [Time Out](#) (MUU: 27.2M)
- [My London](#) (MUU: 7.5M)
- [Secret London](#) (MUU: 1.9M)
- [Londonist](#) (MUU: 1.9M)
- [On in London](#) (MUU: 44.9K)
- [National News](#) (MUU: 6.8M)
- [The Resident](#) (MUU: 61.5K)
- [Londonist](#) (MUU: 919.3K)
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- [Secret London](#) (MUU: 1.9M)
- [London on the Inside](#) (MUU: 74K)
- [The Gingerbread House](#) (MUU: 24.7K)
- [Fad Magazine](#) (MUU: 195.7K)
- [Ham & High](#) (MUU: 380.9K)
- [Ilford Recorder](#) (MUU: 120.3K)
- [Islington Gazette](#) (MUU: 153.6K)
- [Kilburn Times](#) (MUU: 352.8K)
- [Newham Recorder](#) (MUU: 138.5K)
- [Barking & Dagenham Post](#) (MUU: 92.5K)
- [Romford Recorder](#) (MUU: 262.6K)
- [Hackney Gazette](#) (MUU: 128.2K)
- [East London Advertiser](#) (MUU: 79K)
- [BN1 Magazine](#) (MUU: 45.7K)
- [Your Coffee Break](#) (MUU: 59.3K)
- [Know United Kingdom](#) (MUU: 2K)
- [London Reviews](#) (MUU: 22.7K)
- [Nyte Out](#) (MUU: 8.6K)
- [London Art Roundup](#) (MUU: 24.7K)

Sculpture Trail – Press activity: Sustain:

Coverage will continue to grow throughout the 'Sustain' phase, which will see an updated release that is due for issue 1st week of August. Targeting 'Things to do this Summer/Bank Holiday' editorial listings and influencer trips.

Sculpture Trail – Digital performance: Pre-Launch & Launch:

A bespoke landing page has been created on the Covent Garden website to support the activity, promote the artists and drive donations. Paid media, emails and social content push traffic towards this webpage.

WEBSITE

- The Tusk Trail landing page is our best performing page for July (excluding the CG homepage)
- 7% of our website traffic visiting this page
- Between 14th – 24th July the QR code on the sculptures has received 695 scans driving traffic to The Tusk Trail landing page on the CG website
- The start of school holidays and weekends have seen the most amount scans during the period of 14th – 24th July. We expect this to continue and peak at the August Bank Holiday weekend.
- User data below:
 - 70% UK
 - 8% Italy
 - 6% USA
 - 2% France

EMAIL

- Email going out 27th July to the Covent Garden Database
- Email going out 27th July to the Seven Dials Database
- The monthly newsletters will continue to include the Trail throughout it's live duration

Sculpture Trail – Digital activity: Sustain:

Traffic driving to this page will continue to grow throughout the 'Sustain' phase, which will see inclusion of the trail in the monthly email newsletters and continued social content.



Sculpture Trail – Social performance: Pre-Launch & Launch:

From a launch event, and influencer & media tours to ongoing paid activity, a series of strategic social media activity has taken place to promote the launch so far, and the following has been achieved.

CG INSTAGRAM:

- 7.7k+ engagements
- Over 200k reach
- Over 474 post saves compared to our average of 100-200
- 52% of Instagram audience is international
- <https://www.instagram.com/p/CupTatCqEii/>
Threads (over 100 engagements)
- <https://www.threads.net/@coventgardenldn/post/CuzhbTTK2aW>
- <https://www.threads.net/@coventgardenldn/post/CuqoNOVqsCr>
- Gorilla Tusk Trail hashtag has been shared across 154 posts
- Social feedback consists of a lot of questions about when the trail ends

CG FACEBOOK:

- 75.4k Impressions with over 4.3k engagements on our Facebook post
- Driving 454 users to our landing page to learn more

KEY INFLUENCER IG CONTENT INCLUDES:

- [Time Out TikTok](#) (Followers: 117.3K)
- [Time Out London Facebook](#) (Followers: 1M)
- [Ronnie Wood Instagram](#) (Followers: 749K)
- [London Lens Instagram](#) (Followers: 1.7K)
- [Kite Today Instagram](#) (Followers: 36.1K)
- [BBC Instagram](#) (Followers: 25.9M)
- [Secret London Instagram](#) (Followers: 1.7M)
- [London Travelers](#): (Followers 1.5M)
- [Anny Chang](#): (Followers 857k)



Sculpture Trail – Social activity: Sustain:

Social reach will continue to grow throughout the ‘Sustain’ phase, which will see the continuation of weekly posting across the Covent Garden channels and influencer visits.

International audiences will continue to be targeted with activity to ensure the trail is front of mind for travel research and trip planning.

Sculpture Trail – Additional Marketing support throughout campaign period

From a launch event, and influencer & media tours to ongoing paid activity, a series of strategic social media activity has taken place to promote the launch so far, and the following has been achieved.

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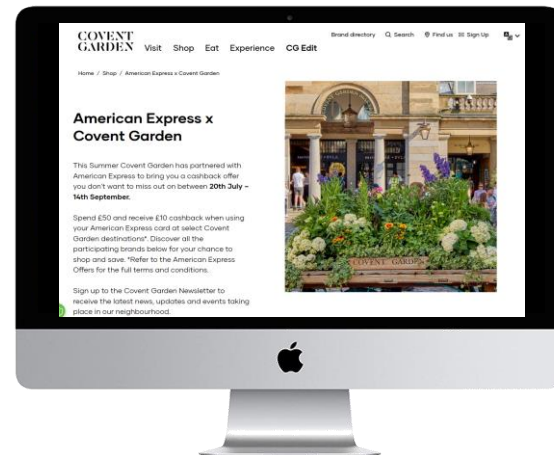
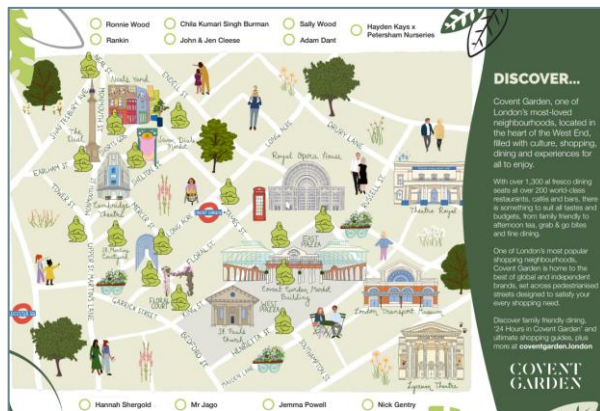
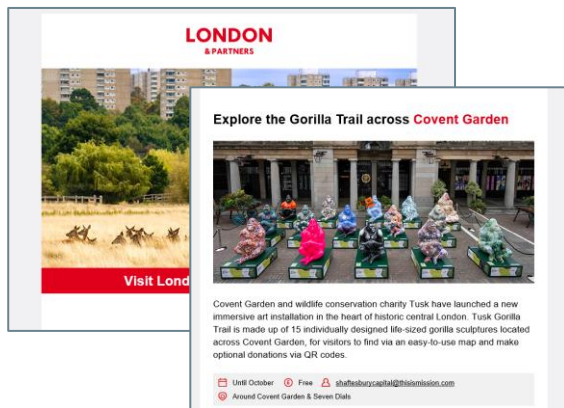
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Sculpture Trail – Brand Partner promotions : Pre-Launch & Launch

- A key part of the communications for this activity lies with our brand partner relations.
- A small print run of maps have been distributed to local theatres and hotels, who actively opted in when asked if they would find the collateral helpful.
- Suites of assets have been produced which partners are encouraged to share across their platforms.
- From 20th July – 14th September, we are running a campaign with American Express that promotes a Covent Garden spend incentive of ‘Spend £50 get £10 cash back’.
- This campaign is available to all UK cardmembers and is only redeemable in store. We see a very successful response to this campaign and often perform above Amex bench marks and forecasts. The campaign runs for an extended period to ensure consumers have time to redeem the offer.
- Throughout this duration we continue to communicate with Amex cardmembers, promoting things to do whilst on the estate. As a free activity for all, the trail is a key part of these communications.



Sculpture Trail – Brand Partner activity: Sustain:

Throughout the ‘Sustain’ phase, updated assets are being captured weekly to keep the campaign vibrant and avoid image fatigue. More maps will be printed upon request.

Sculpture Trail

Footfall

Sculpture Trail – Footfall:

- Covent Garden has over 45million customer visits a year
- 3 weeks into the start of the Summer peak period (July, August & September) Covent Garden footfall is already tracking above 2022 footfall figures
- Based on current footfall performance, it is expected that over 3million visitors will see the sculpture trail in the month of July alone
- This could increase to 10million across the 3 month period

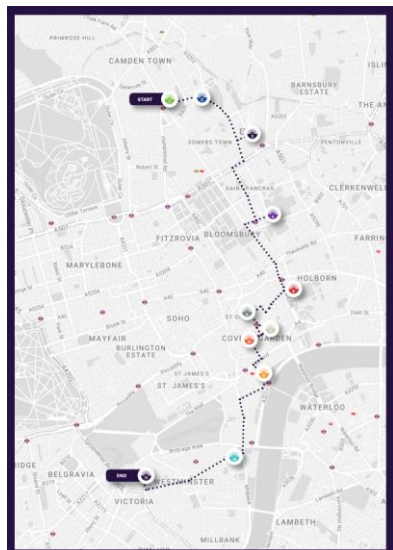


Sculpture Trail

Previous examples

Sculpture Trail – Previous examples:

- Last year, The World Reimagined trail ran from 13th August – 31st October
- Westminster & Camden were supportive of this activity, and 3 globes were hosted for the full duration throughout Covent Garden and Seven Dials
- The Morph Art Trail is currently live in London, and the duration of this is 9 weeks, from 9th June – 20th August.



For more information visit www.londonartsculpturetrail.org
 @LSTW_1919 #LondonSculptureTrail



EXPLORE THE TRAIL

- Theme: Mother Africa
 Artist: Wily Ylingberg
 Partner: Universal Music Group
 Location: Monington Crescent Station
- Theme: The Reality of Being Enslaved
 Artist: Sholto Boshoff
 Partner: Sky
 Location: Godington Crescent Gardens
- Theme: Camden Community Globe
 Artist: Pook Collective
 Partner: St. Pancras International
 Location: The Arcade, St. Pancras International
- Theme: Broken Legacy: The Rebirth of a Nation
 Artist: Gregory Delles
 Partner: Sky
 Location: Brunswick Square
- Theme: Abolition & Emancipation
 Artist: Phoebe Boswell
 Partner: Camden Council
 Location: Lincoln's Inn Fields
- Theme: A Complex Triangle
 Artist: Nadia Akinbulu
 Partner: Co-Council
 Location: Shelton Street x Neal Street
- Theme: Echoes in the Present
 Artist: Deanna Tyson
 Partner: Westminster Council
 Location: Covent Garden Piazza
- Theme: Bill We Rise
 Artist: Foddy Dumbuya
 Partner: J.P. Morgan
 Location: St Paul's Church, Covent Garden
- Theme: Expanding Soul
 Artist: Geoffrey Chambers
 Partner: Civil Service College
 Location: Victoria Embankment Gardens
- Theme: Reimagine the Future
 Artist: Nicolas Green
 Partner: The Rumi Foundation
 Location: Westminster Abbey
- Theme: Westminster Community Globe
 Artist: Shounon Bano
 Partner: Land Securities
 Location: The Terrace, Cardinal Place





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