

Ideal Home Show 2010

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Background



- Who are Media 10?
- What do we do?
- When did we acquire the Ideal Home Show?



Presentation Overview

- **What we inherited**
 - The History/Brand
 - The Legacy/Figures
 - The Team
- **What we did**
 - The Strategy...
- **What we achieved**
 - Results
 - Summary



The History



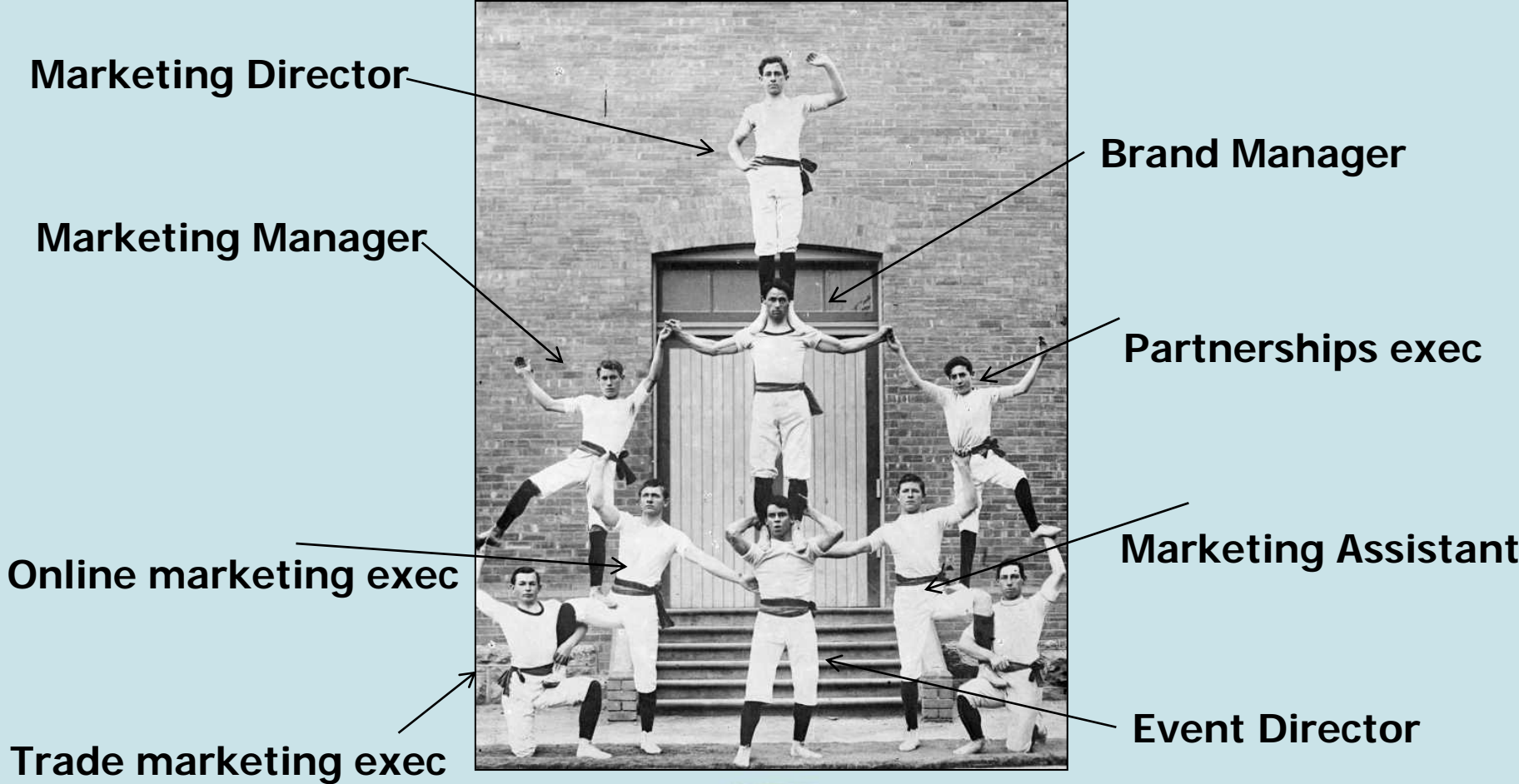
- 102 years old
- 65 million visitors
- Regular Royal attendance
- Regular celebrity endorsement
- Largest consumer exhibition in the UK
- WHAT A BRAND!

Ideal Home Show 2009



- 159,000 visitors over 28 days
- Late night opening every night
- 7,000 visitors on opening weekend
- 220 exhibitors
- Dominated by headline sponsor

The Team Structure 2009



Creative 2009....and proposed 2010

THE HOME OF GREAT ENERGY SAVING IDEAS



EDF ENERGY

ideal home show

EARLS COURT LONDON 20th MARCH - 13th APRIL 2009
VISIT IDEALHOMESHOW.CO.UK OR CALL 0844 415 4144

There's no place like home. Especially in the current economic climate where moving is one very expensive option. That's why this year's EDF Energy Ideal Home Show is designed to help you make the most of the home you own or rent. We'll show you how you can fall in love with your home again, offering inspirational ideas to brighten up your life. From space saving concepts that de-clutter your home to energy saving initiatives that minimise your carbon footprint. And, of course, money saving ideas that reduce your cost of living. The 2009 Show - you'll love it!

BOOK NOW AND GET £3 OFF YOUR TICKET AND A FREE SHOW GUIDE!*

*Book now and quote BBCMA. Terms and conditions apply.

GREAT IDEAS, GREAT ADVICE, GREAT BARGAINS, GREAT DAY OUT.

20 10

THE GREATEST HOME SHOW ON EARTH

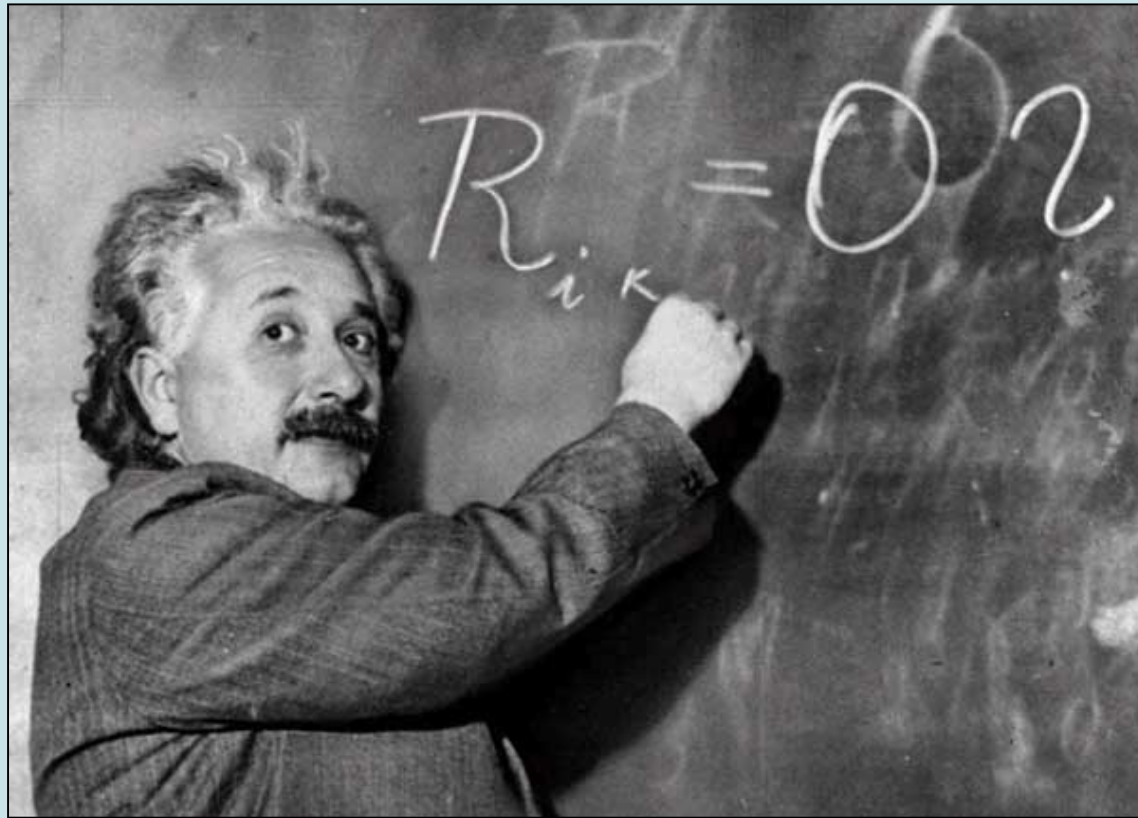


ideal home show

EDF ENERGY

IDEAL HOME SHOW GUIDE £5.00 ★ Earls Court, London ★ 20th March - 5th April 2010

What Did We Do?



Simplified the Team Structure

- Marketing Director
 - Marketing Manager
 - Marketing Executive
-
- The Digital Marketing Executive joined our web team



Cut the marketing budget



- The first thing I did was cut the marketing budget by 60%
- Cut waste on expensive agencies
- Buy media more effectively
- Changed agencies where necessary.....
- In this case it was all of them

Add some celebrities



Creative 2010



The poster for the Ideal Home Show 2010 features a green and white color scheme. At the top, the word "ideal" is written in a large, lowercase, green font, with a small Union Jack flag above the letter 'i'. Below it, "HOME SHOW" is written in a bold, black, uppercase font. The dates "MARCH 20TH - APRIL 5TH" and the location "EARLS COURT LONDON" are listed in a smaller green font. The central part of the poster shows a group of five people (three men and two women) smiling, with the text "Enjoy a great day out... full of ideas & inspiration" overlaid. Surrounding the group are several circular icons representing different home categories: a red lamp, a printer, a hand holding a pencil, a green watering can, and a yellow shopping bag. At the bottom, a green banner contains the text "BOOK TICKETS IN ADVANCE AND SAVE £6*" and the contact information "Call 0844 415 4144 or online: www.idealhomeshow.co.uk".

ideal
HOME SHOW
MARCH 20TH - APRIL 5TH
EARLS COURT LONDON

Enjoy a great day out...
full of ideas & inspiration

ideal Interiors ideal Home Improvement ideal Gardens ideal Food ideal Home Gadgets ideal Shopping ideal Woman

BOOK TICKETS IN ADVANCE AND SAVE £6*
Call 0844 415 4144 or online: www.idealhomeshow.co.uk

*Quote offer code: 'JM1' Offer valid until 19th March 2010. Free showguide with each ticket

- Brand becomes hero
- Celebrity endorsement
- Segmentation of show
- Simple but fresh
- No gimmicks



Key Messages

- Britain's best loved consumer show
- A trusted and historic brand – now revamped & better than ever!
- Packed with thousands of ideas and inspiration for the home
- Eight shows in One: the ultimate and largest home show for interiors, kitchens & bathrooms, DIY, gardens, technology, shopping and much more...
- A great day out for all the family – something for everyone



London is quite a big place



- Spent money where the audience is likely to come from
- Use initiatives to attract the Home Counties set
- Didn't waste money on radio in the Midlands
- Used ATOC to attract the visitors from further afield
- Got our timing right

Marketing Campaign 2010

- Advertising
- Direct Mail
- Monthly E-newsletters
- Website
- Social Networking
- PR
- Special Events
- Partnerships
- Complimentary Tickets



Direct Mail

- Appeal to previous visitors:
 - The disgruntled of 2008
 - The uninspired of 2009...hadn't even been contacted
- Work on the data...
65 million previous visitors is something not be sniffed at
- White mail x 150,000 records
- E-mail x 450,000 records



TV advertising



VIDEO

Simplified the website

The screenshot shows the website for the Ideal Home Show, held from 20th March to 5th April 2010 at Earls Court, London. The main banner features the event logo, dates, and a call to action to book tickets. Below the banner is a navigation menu with categories like Interiors, Home Improvements, Gardens, Home Gadgets, Food, Shopping, and Woman. A large video player displays a group of people at the show, with a 'SEND NOW' button and a 'NEW' section for adding show dates to a diary. A sidebar on the left contains a search bar and a list of navigation links. A bottom section features a grid of smaller images representing different days of the show, such as 'The opening day', 'Food tasting', 'Sole for Day', 'Spring has sprung', 'Pumpkin day', and 'Cooling day'. A 'Share this page' button and a 'CLICK HERE' button are also visible.

- Eye catching design
- Time lapse camera
- Interactive floorplan
- Daily videos
- Relevant content
- It's about selling tickets

Results

- 270,000 visitors over 17 days
- 43,000 visitors on opening weekend
- 600+ exhibitors
- 2,300 press attendees
- 60% rebook on site



Key Successes

- Attracted 270,000 visitors across a new 17-day show format
- Broke the all time record for tickets sold in advance
- Significantly improved visitor experience and dwell times
- Attracted an affluent audience: 88% ABC1 (63% AB)
- Attracted 40% new audiences (only 22% in 2009)
- Website achieved a record 1 million unique visitors
- Raised £115,000 for charity 'Ideal Homes for Heroes' appeal
- Reduced CPV by 68% from £13.45 in 2009 to just £4.26 in 2010
- Turned a loss making show into a profit making venture
- AEO Award for Best Consumer Exhibition



Summary

- Significance for the industry
- Good shows breed more good shows – Ideal Home Show Scotland
- Bucked the trend...it can be done
- Made more people want to visit events
- Made more exhibitors want to take stands
- Did we enjoy it??



We loved every minute...

