

**Coventry**  
BUSINESS  
IMPROVEMENT  
DISTRICT



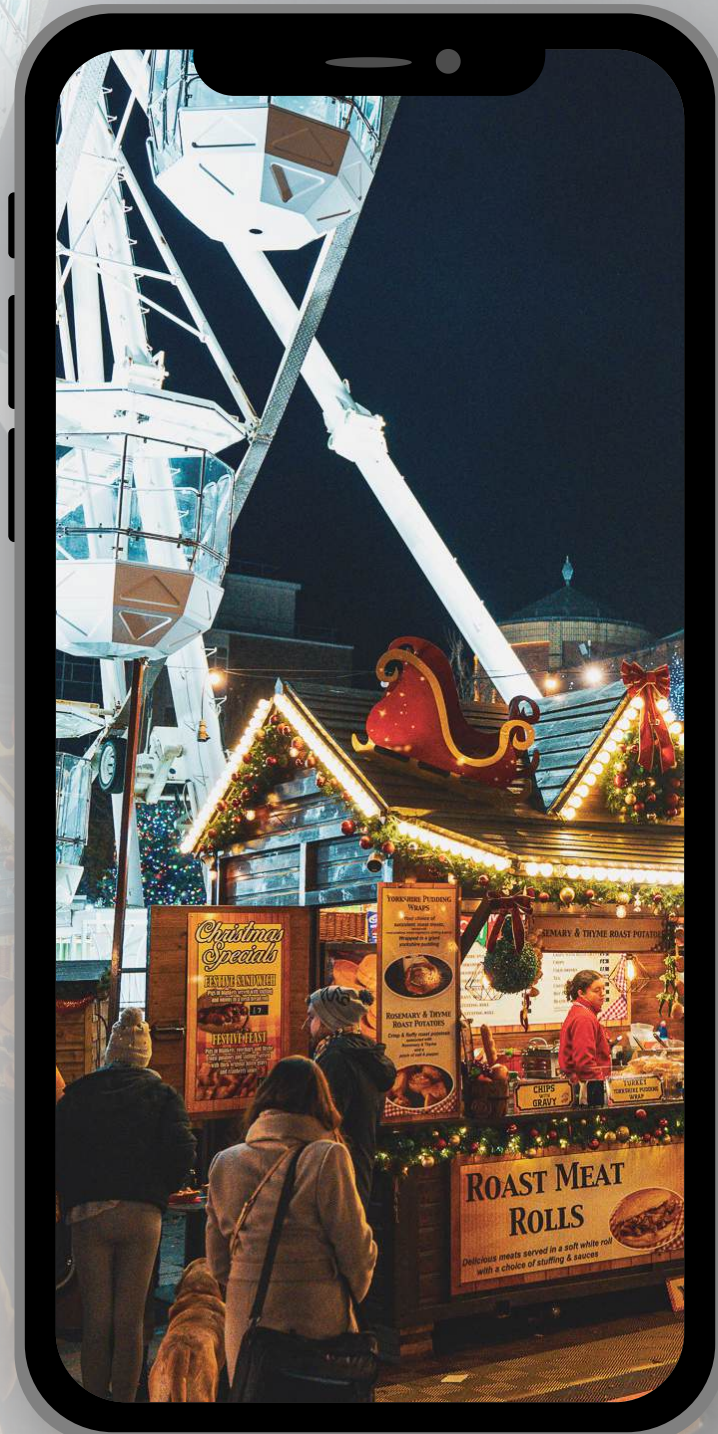
CHRISTMAS IN COVENTRY  
**Campaign**  
**Review 2024**

## Social Stats

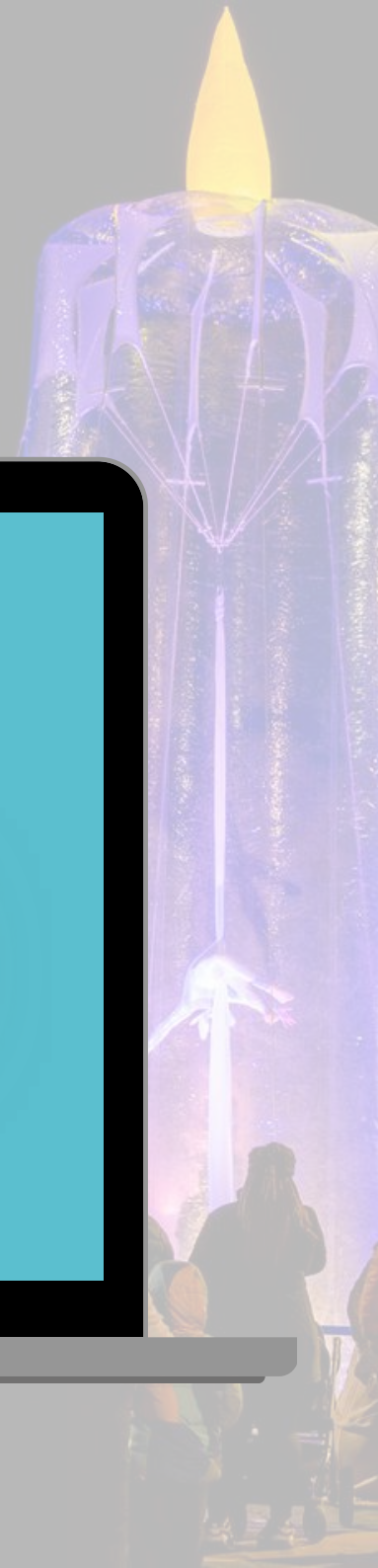
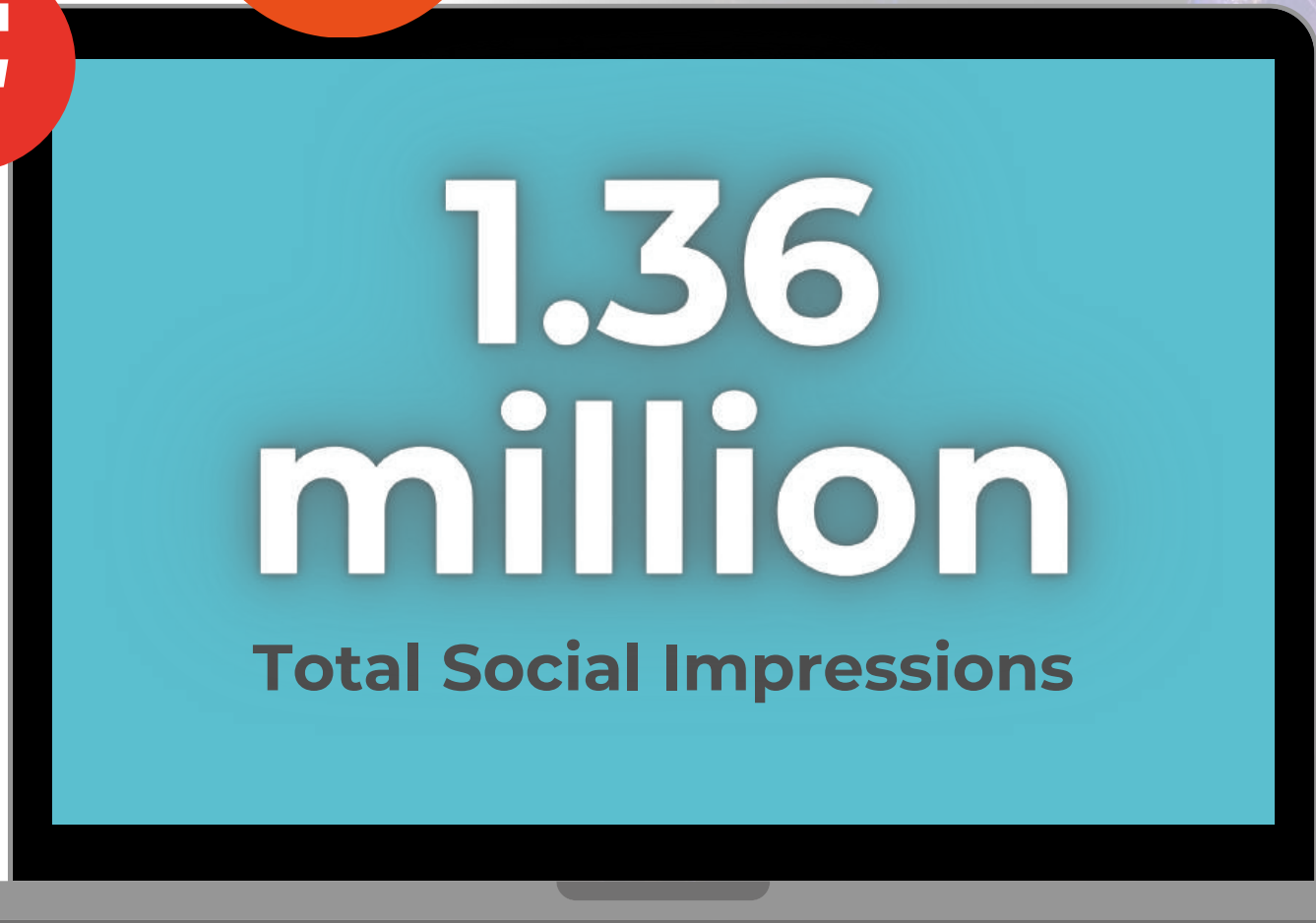
 **29830**  
+899 followers

 **7720**  
+514 followers

 **1013**  
+165 followers



# Results



## Round Up Stats



### Website Traffic

**40,000  
views**

**28,343  
visitors**



### Email Subscribers

**+122  
subscribers**

**2,965  
total**

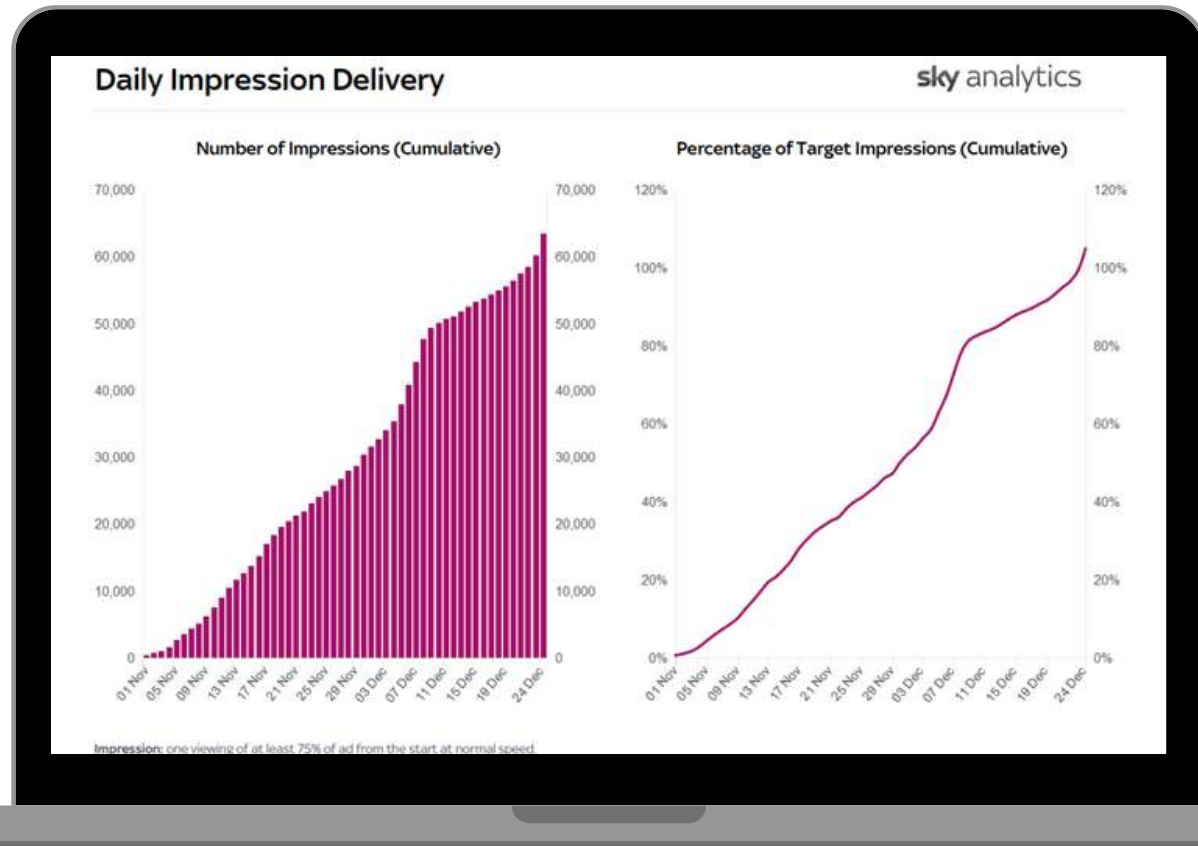


# Sky Ad Results

**63,450**  
impressions

**5,535**  
reach

**11.5**  
frequency



# Radio Ad Results



# 48,428 reach

# 1.26m impacts

# 280 airtime spots

### Coventry BID Airtime Delivery

GHR Coventry & Warwickshire & Hits Radio Coventry & Warwickshire  
(Campaign 1328062)



**We promised:**  
82 x 30 Second Airtime Spots on GHR Coventry & Warwickshire and 188 x 30 Airtime spots on Hits Radio Coventry & Warwickshire

**We promised:**  
191,154 impacts and 46,428 reach on GHR Coventry & Warwickshire  
1,261,094 impacts and 179,313 on Hits Radio Coventry & Warwickshire

**We delivered a total of 280 Airtime spots.**  
An additional 10 fillers Airtime spots were delivered on Hits Radio Coventry & Warwickshire.



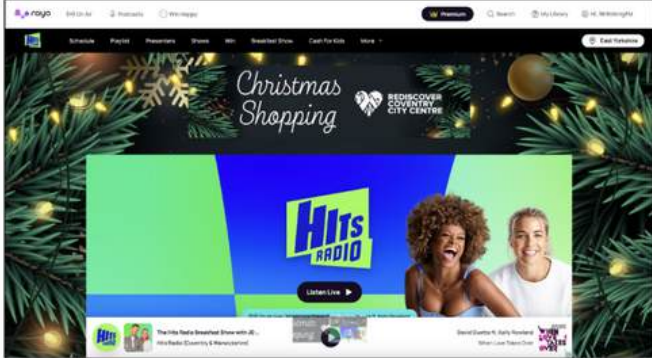
**The overall delivery for this campaign was 104% of what was booked.**



IN ADDITION TO THE PAID FOR CAMPAIGN, YOU ALSO RECEIVED THE FOLLOWING ADDED MEDIA VALUE FREE OF CHARGE :

2 WEEKS FULL HOME PAGE TAKE OVER ON HITS RADIO COVENTRY AND WARWICKSHIRE.

RESULTS – 1247 impressions – plus 24 click throughs to your website



# Leaflets

# 80,000

Leaflets Distributed to homes across Coventry & Warwickshire

**Coventry** BUSINESS IMPROVEMENT DISTRICT **Love Cov**

# Eat shop play...

in Coventry City Centre this Christmas

There's so much festive fun to be had in Coventry City Centre this Christmas. Visit our website to discover all the details and get in the Christmas spirit.

[coventrycitycentre.co.uk/Christmas](http://coventrycitycentre.co.uk/Christmas)

**FREE Family Fun**

...ck Whittington arrives at the grade Theatre for this year's ...o, and just in time—cats and ...rats have escaped all over Coventry City Centre! Join our FREE trail to help him ...d them all. For more details, ...e website and don't forget ...to book your panto tickets!

**Late night shopping and Christmas parking**

...ing kicks off Wednesday ...ber with the Festival of ...g a one-time festive trail ...centre from 4pm - 9pm. ...tinue every Wednesday ...merry mix of fun up until ...fantastic entertainment ...each week. Enjoy **FREE** ...sday at council-run car ...ng after 3pm from 20th ...ember-18th December. ...shopping in Coventry ...of festive spirit, don't ...miss out on the magic!

# Mascots

# 7

Mascots gathered in the City Centre from 7 businesses





PR

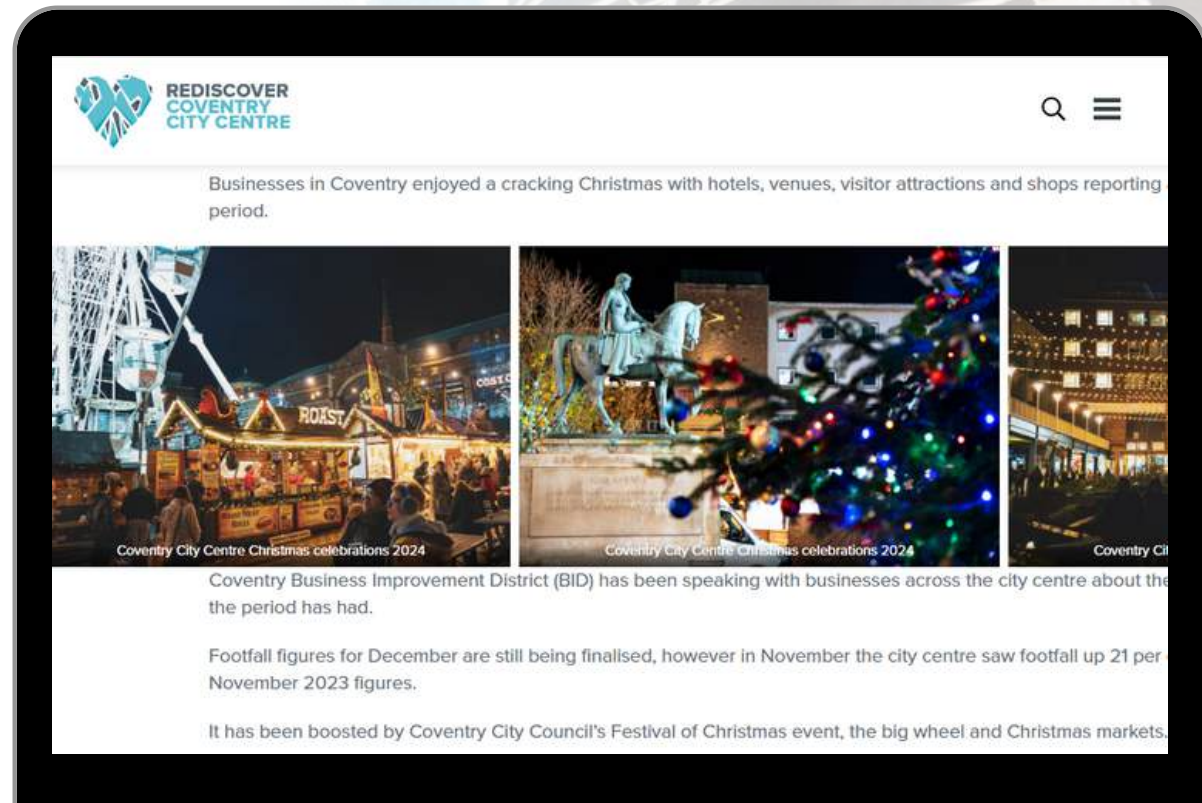
**17.39m** Readership / viewership online

**17** Media hits

**38.96k** Print readership

**14.17k** Ad equivalency (against traditional news media advertising)

NOVEMBER  
27  
2024



## Feedback

“ What did you enjoy most about your visit to Coventry City Centre?

The lights, the late night shopping was great, festive atmosphere, market was brilliant also

Broadgate looked lovely and festive

The big wheel and Christmas market.

The lights and the high levels of security

The renovated precincts, West Orchards, Lower Precinct, the fountains.

How festive and well lit it was

I enjoyed the variety of food on offer, as well as the Christmas decor and lighting. I thoroughly enjoyed the festive evening when all the different performances were on from the drum playing to the comedy show in the cathedral ruins it was fab!

Lights in town were effective

I thought the market was fantastic this year. It was great to see a variety of craft stalls and also a good food/drink offering. Great atmosphere and lots to see and do.

The atmosphere

Coffee in the Cosy Club

Waterstones coffee shop and shopping

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