

CASE STUDY AN INTRIGUING UFO INCIDENT DELIVERED OUT OF THIS WORLD ROI

BACKGROUND

Goodwood Revival is a three-day classic racing car meet run annually at the historic Goodwood Motor Circuit near Chichester.

Each year, Gate 2 is themed around an anniversary. Previous themes have included celebrating 60 years of the Birdseye fish fingers - with a fisherman's boat - and 60 years of the Fiat 500.

In 2022, Goodwood set out to engage lapsed ticket buyers using that year's Gate 2 theme.

SOLUTION

In 2022, Gate 2 celebrated the 75th anniversary of the Roswell UFO incident with a 'life sized' UFO crash landing, actors and other buildings. (The Roswell UFO incident was an event that became the centre of a conspiracy theory involving UFOs following the crash and recovery of a US high altitude balloon in 1947)

Mail was used to bring this theme to life and inspire those who hadn't celebrated at Goodwood for several years - specifically lapsed ticket buyers who lived within 50 miles of Goodwood but hadn't purchased a Goodwood Revival ticket within the last five years.

An intriguing plain brown envelope landed on their doormats. Inside was a newspaper clipping of an article from 1947 talking about a rumoured UFO crash landing at Goodwood Motor Circuit. Clipped to it with a classy brass paperclip was the intriguing message 'Have you seen this?'.
Luís

The mailing was unbranded and only mentioned Goodwood Revival within the article. This meant to fully understand what they had received in the post, lapsed ticket buyers had to read the article. From reading, they discovered that there had been rumoured UFO sightings around Goodwood and the only way to learn more was by joining the Goodwood team at the Goodwood Revival (16-18 September).



RESULTS

This intriguing campaign delivered an ROI of 2:1 – it cost £20,000 to print and distribute and delivered £40,000 in ticket sales and helped the Goodwood Revival event sell out across the three days.