



The event:

Grand Designs Live is based on the TV programme Grand Designs, which is a hugely popular BBC series in the UK. The Live exhibition was launched 7 years ago in the UK and was launched in South Africa in 2010. The show returned to South Africa in 2011 and has proved to be SA's newest cutting edge interior, décor, lifestyle and garden event within South Africa rivaling well established shows.

Objectives:

- Increase the paying gate
- Decrease the marketing budget
- Increase online pre booked ticket sales
- Increase key trade to the show
- Increase the brand awareness in South Africa of a strong UK brand
- Offer new interactive experiences for visitors therefore appealing to a wider demographic as well as increasing media coverage from well thought out features
- Maximise press coverage both pre and at show
- Increase partnerships with magazines and get a TV partner on board
- Get top celebrities and experts on board and aligned to the Grand Designs Live brand

Actions:

Marketing campaign:

In order to increase brand awareness, Grand Designs Live 'painted the town red' with a successful marketing campaign, which covered, TV, DSTV competition, outdoor media, magazines, radio, newspapers, email, social media, website, celebrities and experts as well as PR.

One of the biggest challenges faced was growing a successful UK brand in South Africa as Grand Designs is a household name in the UK. With no budget set aside for TV, DSTV was approached as the TV partner and the partnership included over R2 million worth of 30 second adverts, including spots around the new Grand Designs TV programme, which again, grew brand awareness. We also approached a company that puts competitions together for unsold inventory on DSTV. They only run one competition per month, so pushed hard to get this, and we approached four sponsors to cover the costs (meaning we did not contribute any money for this) and literally took over DSTV, with a 45 second competition. The result was that we got 982 spots over the month valued at just over R12.5 million. Because Grand Designs Live took over DSTV from a competition and advertising perspective, this rule have now been changed and you can't run a competition at the same time as having a partnership with DSTV.

At the 2010 show we struggled to get magazines to partner with the show and believe in the brand. We changed our offering and paired the magazines with interactive theatres and features instead of offering stand space, which inevitably brought the 'magazine to life'. The result was that we partnered with many more magazines than we did in 2010 as they felt that they were getting extra mileage out of the show and felt that they 'owned' a part of the show. In the end we partnered with the following magazines: Garden & Home Magazine, Food & Home Entertaining, House & Leisure, Avocado, Avokado, SA Homeowner, The Gardener, Die Tuinier, Home, Tuis, Elle Decoration, Popular Mechanics, SA Décor & Design. We approached Garden and Home Magazine to run a competition for amateur gardeners. The winners' garden was brought to life at the show, which was another way of encouraging visitors to buy tickets for the show. We also tried to target the younger up and coming professionals to the show.

Key trade members were targeted to visit the show on the Friday and we worked closer with the associations this year than in 2010, in order to get the best in the business to the show. We were complimented from exhibitors that the Friday was taken over by them mingling with key trade members and relationships were built for future business deals.

Features:

Grand Designs Live prides itself on being an interactive and informative show and therefore had to create the 'wow' factor at the exhibition. In order to create an eye catching and media worthy campaign for the South African market, the team had to come up

with features that would excite and entice visitors to the show, as well as show them something that was new, different and possibly something that they had never seen before.

Because Grand Designs Live is all about the home and garden we needed to come up with an angle that enabled us to work with celebrities, not necessarily famous in this genre, and this is where the feature in interiors was born. Five celebrities (a fashion designer, a musician, two radio DJ's and a celebrity chef) were paired with five top interior designers to create room sets in a 7 roomed house, which was interactive for the audience as they were able to vote for their best room set. This created the hype around having celebrities at the show, yet still focusing on the fact that they were going to a home and garden show.

The House of the Future was a feature that was introduced into the South African market and was a first of its kind. This feature was a house that demonstrated futuristic living and because SA doesn't get all the latest gadgets first it was difficult to get product shipped from Europe. This was overcome by putting together the best house possible with the gadgets that were available in order to promote, market and PR the house. The aim of this feature and the new Technology area was also to increase the demographic and get more males interested in attending the show.

Other features and theatres included the Gardens Theatre, Interiors Theatre, Chefs Theatre, Expert Advice Centre, The Grand Theatre, which was styled by key well known designers, Picnic Hill, where consumers could go and sit and relax on a built up grass hill. All the features and theatres were carefully thought out for a South African market so that they could be marketed and we would get good coverage from a PR perspective.

We got top celebrities and experts to the show which was a great way to get consumers interested in the show in all the different areas to the show – interiors, gardens, technology, build, kitchens and bathrooms.

Results:

- Paying gate increased from 7,815 in 2010 to 13,713 in 2011, a 75% increase. The financial increase was R337,000 in 2010 to R943,000 in 2011.
- Reduction in marketing budget from R2.2 million in 2010 million to R1.7 in 2011, a 22% budget reduction.
- Increase in journalists from 50 in 2010 to 100 in 2011, a 100% increase
- Increased online pre-booked ticket sales from 36 in 2010 to 2039, last in 2011, a 5563% increase
- Unique visitors to the website increased from 11,418 in 2010 to 41,157 in 2011 (stats taken only for 2months, April and May), a 260 % increase
- Increased key trade members to the show from approximately 3500 to 5500, a 57% increase. – the paying gate and key trade member increase, gave exhibitors the market that they were looking for.
- Average time spent at the show from 2 hours to over 3 hours.
- Created Grand Designs Live as a standalone brand in the South African market, which consumers know as being an interactive and informative show.
- New and interactive features were created to increase PR and marketing coverage
- PR coverage increase, with key publications and TV programmes involved and covering the show. We know that the figure coverage increased from 2010 to 2011, but we are still waiting for final results.
- Got DSTV on board as the TV media partner covering R2 million worth of 30 second adverts across the network
- Found a way to get top celebrities who are not involved in houses and gardens to participate in the show and draw visitors. Top celebrities also promoted the brand and the show by tweeting, which was not necessarily in their contracts.
- Below are three quotes, one from a celebrity, one from a visitor and one from an exhibitor:

'Just want to say the expo this year 2011, was excellent, perfect, the best ever. I'm still dreaming of decorating my home, even my 11 year old son was so impressed about the expo. The kitchen units, bread bin, pots, gardening, so many things. I love it it!! See you again next year' Joycie (visitor)

'The Gardener had an amazing experience much of which was due to the fantastic organization and marketing from your team. We were privileged to be part of the exhibition.' Tanya Visser, celebrity gardener, editor of The Gardener Magazine and presenter on gardening TV programme on DSTV.

'Congratulations on an outstanding event in Grand Designs 2011 – we were really proud to be able to participate in an event of such a high calibre. You were all an absolute pleasure to deal with, you made things simple and easy, and everything ran smoothly and efficiently – well done to you and your whole team.' Kerry Haggard, Saint-Gobain (exhibitor)