



2022

The Hippodrome Casino, London

Best Marketing Programme

LIFE CAN BE EXTRAORDINARY

The Hippodrome Casino

The Hippodrome has grown to become the country's largest, busiest and most high profile casino and entertainment venue in the UK.

The business, founded by executive chairman Simon Thomas, sits on the corner of Leicester Square, in the heart of London's entertainment district. The building was opened as the Hippodrome Theatre in 1900 and is a West End theatrical icon.

With its front door leading onto one of the world's busiest pedestrian thoroughfares and a secondary entrance onto the capital's Chinatown – the largest Chinese enclave outside mainland China – it holds a pre-eminent position in London's entertainment heartland.

A decade of innovation

“Intelligence is the ability to adapt to change” (Stephen Hawking)

The Hippodrome celebrated its 10th anniversary on July 12, 2022.

During its inception, owner Simon Thomas took the opportunities presented by amendments to the 2005 review of the Gambling Act to rebuild the framework of what a British casino could offer its customers, from the foundations up.

So what impact has it truly had?

Along with attracting more than 15m customers in its first decade, it has gained recognition for doing something no other British casino has achieved; building a worldwide reputation and respect for delivering something genuinely new within a sector that has often divided opinion.

For the first time, a British casino is leading from the front and being praised for its ambition, innovation, customer popularity and strong delivery. Also, for claiming its rightful place within the mainstream night-time economy, an influential figurehead within its local business eco-system, a media favourite, a welcome contributor to the Exchequer, a significant and admired influencer within political circles and a business that effects positive change. All the while employing 680 people and turning a healthy profit.

It is acknowledged as a forerunner of the newly-defined 'fun economy' that brings together tourism, theatre, concerts, gambling and increasingly, entertainment which, estimates reveal, now accounts for 15% of national turnover.

The Hippodrome has deftly tapped into the public's increasing desire for an 'experience' over buying 'things'. A memorable and positive night out at the Hippodrome is marketing gold. A visit has become something to boast about during someone's time in the capital, ranking alongside a hit show, a royal palace, a famous nightclub or a Michelin-starred restaurant.

More than any other venue the Hippodrome understands the importance of delivering a full-service casino 'experience' comprising gambling, entertainment, food, drink, events & leisure services. All the while embracing a diverse and integrated work culture and working with the local community in which it sits.

The Hippodrome has also driven reinvestment in one of London's highest profile tourist hubs, Leicester Square, and was the first project in a subsequent £2.9bn makeover which saw the opening of one of London's most important new hotels in a generation (The Londoner), a refit of the Odeon Cinema's flagship venue and the total rebuild of the new LSQ London block that houses the largest LEGO store in the world and Hearst UK, the publisher of Good Housekeeping, Cosmopolitan, ELLE, Harper's Bazaar and Esquire.

The figures speak for themselves. One in three people who visit a casino in London go to the Hippodrome; nationally, one in ten of all casino visits are to this Leicester Square icon.

Marketing

The key 2022 marketing projects for your consideration can be segmented into four areas:

Customer service

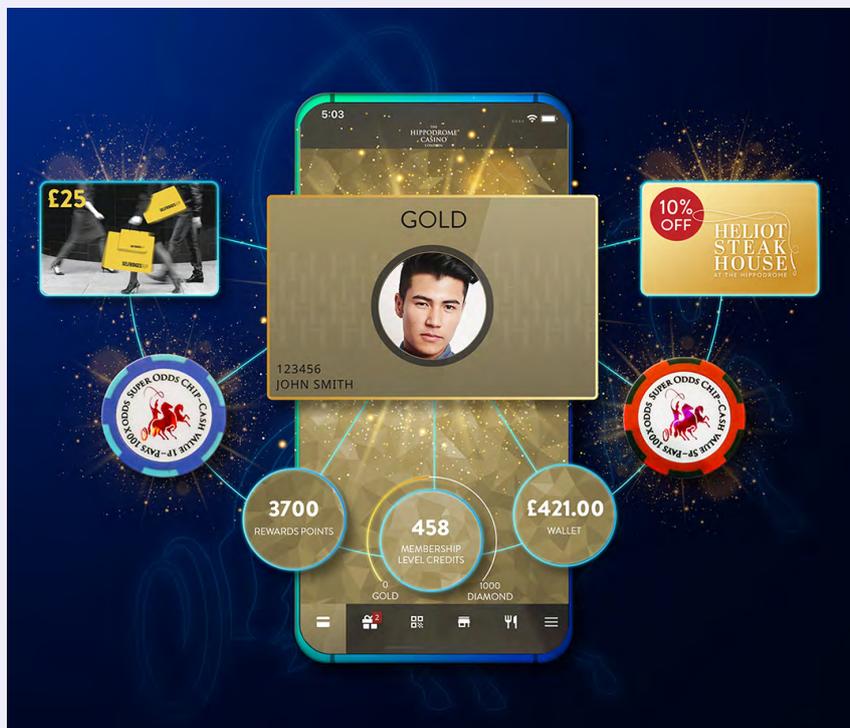
Nothing encapsulates our dedication to the very best in customer service, relationship building, communications flow, ease of purchase and booking and experience enhancement than the Hippodrome App.

Launched fully in 2022, the Hippodrome app has been downloaded by more than 20K customers.

Alongside developer Software Services we worked with Intelligent Gaming (IG), the casino management software company, for over a year on the software interfaces. We understand that we are still the only casino within the IG network to have developed a customer App.

Available free from Apple App Store and the Android Play Store, its features include:

- A digital membership card residing inside the app acting as ID and proof of membership
- Pin protected cashless wallet to hold the users in casino winnings
- Exclusive offers and promotions for members at tier and member level
- Merchandise purchases using loyalty points
- Restaurant and bar booking
- Direct marketing direct to users' device
- Cashless wallet deposit and withdrawal using PayPal, Google Pay, Apple Pay and Okto Wallet
- Safer gaming self-monitoring
- Introduction of a new membership type 'hospitality customers'
- Introduction of KYC and AML via Pelican



The Hippodrome App, downloaded by more than 20,000 customers

We wanted our customers to feel that downloading the app opened them up to an exclusive club. To do this, we ensured all customer communication was first sent out via the app. This took the form of event invitations, invites, and the latest news and offers.

We ran several initiatives that were exclusive to app users. To be eligible for the Birthday and Christmas promotions you need to be a Platinum or Black member and opted in to email marketing and have downloaded the app. The Birthday gift was 40,000 rewards points for Black members and 10,000 rewards points for Platinum members. The Christmas gift – 20,000 rewards points for Black members and 5,000 rewards points for Platinum members.

We also ran training courses for our reception teams to enable them to be best placed to encourage new members to download the app as part of their onboarding process as members of the Hippodrome.

The numbers, through all of our efforts the app has achieved the following this year:

- Total downloads 2021-2022 - 7,500 customers – total so far 20K
- Average of 10 customers per min using the app
- Users from Over 100 countries
- Users from Over 250 cities around the world
- IOS 75.9%
- ANDROID 24.1%
- Average engagement time 20m
- Engaged sessions per user 7.4

Building the brand

We set out to further expand the Hippodrome's brand. To do this we re-purposed two former retail spaces within, but hitherto separated from, the core Hippodrome building. Planning and delivery on this £3m investment took 10 months. These projects have unified the entire elevation of the Hippodrome building on its Cranbourn Street side.

Experiential thinking

This year we focused on creating a raft of customer 'experiences'. Using a suite of marketing techniques including mailshots, social media, and in-house advertising we created and prompted a raft of new offerings and events. As well as attracting customers to the Hippodrome itself we have packed out external events such as the EPT.

The power of technology

Over the last year the Hippodrome has led the way in not only customer facing marketing but also introducing cutting-edge data programmes enabling us to analyse what our customers want and providing services unavailable elsewhere. Using tools such as Tangam we are now able anticipate customer behaviour and requirements. We also have embraced the changing landscape of digital consumption by opening our door to high-profile podcast.

BUILDING THE BRAND

Chop Chop at The Hippodrome

Designed to expand and diversify the Hippodrome's core F&B offering, 'Chop Chop by Four Seasons at The Hippodrome' opened on October 19, 2022. With interiors designed by Rachel O'Toole, the visual talent behind the venue's Magic Mike Live theatre and the recently launched Permission cocktail bar. Its menu features dishes such as Four Seasons' renowned roast duck - named by The Financial Times as the best in the world – and premium dim sum, including a range of vegan options.



The launch of Chop Chop



The Chop Chop team



CHOP CHOP
By FOUR SEASONS
at the Hippodrome

CrepeAffaire at The Hippodrome

CrêpeAffaire serves French crêpes and galettes, the brand's new Crepe & Roll range, coffees and desserts. An innovative evening concept of "Crêpes & Cocktails", exclusive to CrêpeAffaire at The Hippodrome, adds to the offering. The interior of the street level café, again designed by Rachel O'Toole, recreates a relaxed living room vibe.



CrepeAffaire at the Hippodrome


crêpeaffaire
at the Hippodrome

Permission

We gave a new identity to the pre-show cocktail lounge, formerly known as The Boozy Tea Room. During 2022, the space was renamed Permission – a central theme to Magic Mike Live – and was given a complete makeover with new menu and cocktail list. Sales in the first month saw sales increase by 48% year on year.



Permission cocktail lounge



Officially the best steak in London

Never before has a restaurant within a UK casino established itself as such a popular and renowned stand-alone destination. Over the years Heliot Steak House has been awarded the ‘best steak restaurant in London’ title three out of five years by the country’s largest online booking service, and runner-up the other two. Our executive chef was also chosen as a judge in the prestigious world steak challenge. The Hippodrome has cleverly trademarked a brand new category, the ‘Meatologist’, which denotes ultimate expertise in preparing the best steak in the capital.



EXPERIENTIAL THINKING Executive Chef Ioannis Grammenos, the UK’s only official ‘Meatologist’

The Magic of Mike

An early Sunday morning meeting with Hollywood superstar Channing Tatum and owner Simon Thomas to discuss the possibility of Tatum's smash hit Vegas dance show Magic Mike Live coming to the Hippodrome led to a £3m refit of the cabaret theatre. The launch on ITV's Britain's Got Talent crashed Ticket-Master and saw it become the sixth fastest-ever selling show in the history of the West End. The owners of the famous Piccadilly advertising hoardings were even persuaded to change the display to an official 'London Welcomes Magic Mike' – a central London first, which saw the publicity stills gain worldwide exposure. The show attracts 3000 customers a week to the Hippodrome.



The Magic Mike Live team marks its 1,000th performance

Return of the EPT

Alongside Pokerstars the Hippodrome welcomed back the EPT to London in 2022. Last seen in 2014 we hosted players from 52 countries, drawing 749 entries in the main event with a prize pool of £3,632,650 and a massive £664,400 for the winner. In total we had more than 40 events and paid out over £15million in prize pool during the 11 day festival. The top five countries comprised: UK (148 players or 27.8% of the field), France (58 or 10.9%), Germany (24 or 4.5%), USA (23 or 4.3%), Canada (22 or 4.1%).

A sign for the times



The Hippodrome's Director of Poker KerryJane Craigie

We wanted to create an Instagram opportunity for our customers and took our lead from Hollywood to build a Hippodrome sign positioned on the roof, viewable from the Rooftop Terrace. The colours of each letter can change throughout the evening, and we have so far paid tribute to the late Queen's Platinum Jubilee, LGBTQ Pride and the conflict in Ukraine. The sign was launched by LBC's star host Iain Dale.



Overtures

Throughout the year, our new three-night-a-week 'singalong' show Overtures continued to attract hundreds of musical theatre fans to our below-stairs theatre in Lola's who come together for renditions of showtune classics.



Jillian George-Lewis, the Hippodrome's
Director of Entertainment

THE POWER OF TECHNOLOGY

Tangam: We are the first casino business in the UK to adopt the Tangam system, a table optimisation programme that helps us manage dynamic pricing on the live gaming tables. The analytical software captures data from all gaming tables through our IG system and assists with staffing levels and table pricing to maximise revenue and staffing levels effectively/efficiently.

Sensen: A UK and European first within the casino sector, in partnership with Sensen AI Systems we have installed SenGame onto all live gaming card tables. The system, operated via smart-camera recognition, provides us with information to monitor number of players at table, hands per hour, accurate betting levels and side-bet contribution. This allows us to establish the popularity of side bets and accurately define a table's hold percentage and to maximise hands per hour based on number of players at table.

For the many

In 2022 the Hippodrome took its first steps into the world of hosting high-profile podcasts. We partnered LBC presenter Iain Dale for a recording of his two-hander show 'For The Many' alongside former Home Secretary Jacqui Smith in front of a live audience in the Magic Mike Live theatre. It was a sell-out.

