

2022

The Hippodrome Casino, London

Best Use Of Online

LIFE CAN BE EXTRAORDINARY

Why the Hippodrome uses social media

We see social media as one of our most important tools to engage with a number of different audiences

Existing customers and 'fans' of the brand – to alert them to what is happening at the venue and tell them about future events, promotions and customer benefits; these can include customers, staff, media, politicians and influencers (lifestyle, gambling, F&B)

Those thinking of paying the venue a visit – we post about upcoming events and entertainment, new menus, gaming news and feature our many appearances in the press

Media and influencers – often we spark press interest by posting of future initiatives, not just reporting what has happened

Those with a specific question or enquiry – more often these days we use our social portals to answer common questions which benefit a wider audience too

Each of our online platforms offers top quality customer support with hourly checks and feeds to ensure all information is up to date.

We analyse take-up, feedback and comments to learn more about our followers while using the information we collect to inform future events, services and marketing campaigns.

Why we are the best

The Hippodrome is the fastest growing UK casino on all social media platforms. The following shows just how inventive we are in order to gain our well-deserved share of voice in a crowded marketplace.

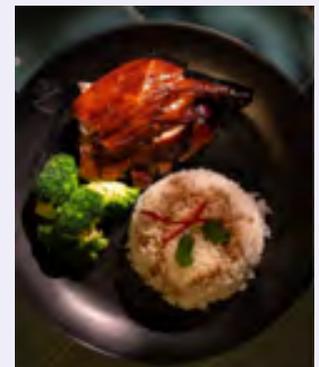
A sign for the times

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.



Launching our new Chinese restaurant

For the launch we brought in a host of influencers to spread the word and treated them to a lion dance on Leicester Square. We used our social presence to reach new customers and the launch campaign was our 4th most popular social post of the year.



10th anniversary

As part of our 10th birthday celebrations we wanted to use our social media to help communicate the inclusivity of the Hippodrome. The night before our 10th Birthday party we held a complimentary dinner for our staff and our executive board were the waiters for the evening. A great stunt, perfect for our social media audience who leapt at the chance of engaging with the event. And seeing our executive chairman and his board navigate the complexities of taking restaurant orders was gold dust!



In memoriam – Jimmy Thomas

The most viewed video we produced this year was to mark the passing of our former President, Jimmy Thomas. We wanted to convey his rich and varied life and how much the Hippodrome staff, customers and partners will miss him. The video also served as a space where customers could share their condolences and memories of the great times they had with Jimmy. The video has been viewed 12K times so far.



Magic fourth year

We also used our social channels to celebrate the fourth year of our record-breaking Magic Mike Live show. It helped enormously that the show's originator, Hollywood star Channing Tatu, surprised the anniversary audience and jumped onto the stage, creating possibly the loudest cheer the West End has ever heard.

The video has been viewed 10K times so far.



Father's day

To celebrate Father's Day we launched a social media campaign for Heliot Steak House, our immensely popular steak restaurant. We commissioned a photoshoot to capture what the customer could expect and exclusively on the day itself the restaurant's expert team of mixologists made Old Fashioned cocktails to order. Dads were able to choose between tequila, rum or bourbon for the base and pick their favourite bitters and garnishes to make a cocktail perfectly suited to their tastes, before sitting back to enjoy it alongside their meal.



The figures say it all

Instagram

This year our follower growth grew by 417% more than our nearest competitor.



And we had 1,236% more engagements than our nearest competitor.



Facebook

In 2022 we had the second largest follower growth in our sector



But importantly, we had 569% more engagements than our nearest competitor



Twitter

In 2022 we had the second largest follower growth in the sector



And achieved the second highest engagement in our sector

