

Problem =

Every March, The Kennel Club organises “the worlds greatest Dog show”, Crufts. Previous attempts to sell tickets to the show online had proved inefficient.

Equi=Media were confident that it could be done efficiently, and agreed to work with The Kennel Club to achieve this.

Challenge =

A micro site could be built in order to:

1. Sell effectively to real enthusiasts
2. Engage effectively with others

With quirky stories, pictures and videos of the show it would sell Crufts as a ‘fun day out’.

Our approach =

- Through a specific creative process, ‘dog loving’ families would feel able to buy tickets to what they would normally consider an ‘exclusive’ event due to the increased Crufts branding throughout the site.
- Previously the kennel club branding had turned off an audience that had an interest in the event itself, but not necessarily becoming a kennel club member.

The result =

The overall conversion rate increased from 0.6% in 2006 to 2.2% in 2007 with the new micro site. This resulted in the cost per sale for online media activity coming in under target for the first time.

