

Exhibition Steering Group

Tuesday 22nd April 2008
Forbes House

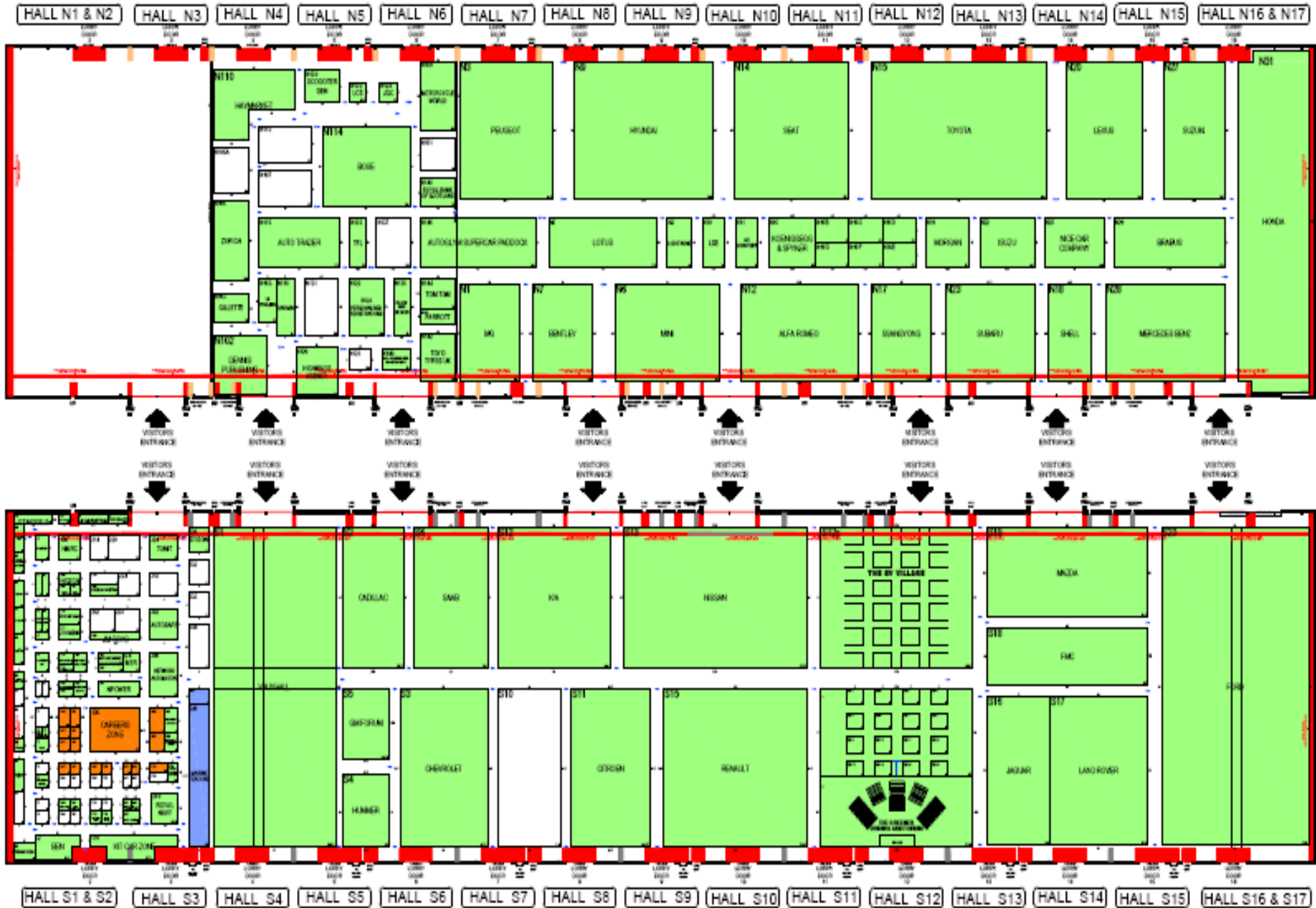


Giles Brown
Commercial Director

Floorplan Update



BRITISH INTERNATIONAL MOTOR SHOW 2008



Giles Brown
Commercial Director

Features Update

Heritage Enclosure
4 x 4 Update

Landrover's Ultimate Experience
Taster test Drives: What Van? Live



Kirsty Perkinson
Marketing Director



Marketing and PR Activity

Ticket Sales Update

- Ticket sales off to a flying start - went on sale 1st Feb
- Sold more in first 2 weeks than we did in 2 months in 2006
- Currently 90% up on ticket sales, 6 weeks ahead of 2006
- Groups reservations higher – currently 7000 vs 5000 – BIMS is a proven entity
- Print-at-home ticketing will be online in 3 weeks
- Ticket sales will once again be supported by a highly-targeted, closed-user group complimentary ticket strategy



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Key Partnerships

- **Zurich Connect**

- Show title sponsor, supporting the show with a £30k give-away, free ticket to BIMS with renewals, dm to database, BIMS flash at end of TV ads (now on), national press campaign.

- **Shell**

- Official fuel partner, extensive in store promotion with posters, leaflets and till receipts plus postal and e-shots to 1.5m database of club members

- **ITV**

- 1 hour Motor Show special on ITV4 Thursday 24th July, ½ hour Pulling Power from The Motor Show, Wednesday 23rd July, 7 x guaranteed London tonight news items, Itvlocal.com microsite



Key Partnerships

- **Sunday Times and Times**

- Media partnership with Ultimate Collection and distribution rights at East End of campus, support includes ads, editorial, dm to e databases, online exposure, supplements, worth over £300k

- **Magic, Classic, Virgin Radio, LBC**

- 4 – 6 week campaigns with 30 second trails and e-shots to targeted databases plus online support worth £350k

- **Specialist press – 60 full page colour ads**

- Haymarket – Autocar, What Car?, Autosport, F1 Racing
- Dennis – Auto Express, Octane, Evo
- What Van
- Top Gear, Test Drive Directories, Super Car Directories
- Car magazine



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Key Partnerships

- **Run Wild Media**
 - Producing Official Show Guide – free to advance bookers
 - Publishers of City Life magazines, glossy, high end titles. Partnership includes 4 months ads and editorial – circulation 750
- **Evening Standard and London Lite**
 - 16pg supplement in Evening Standard and London Lite wrap during show open period
 - Eros and in paper promotions for BOSE product giveaways
- **Eve magazine and Evecars.com**
 - 2 month campaign across magazine and online
 - Producing ‘The girl’s guide to the Motor Show – a personal shopper experience’



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Key Partnerships – Digital

- All media partners are also supporting BIMS on line through MPUs and ROS banners plus editorial and e-shots to their databases
- Additionally the following sites are creating dedicated BIMS microsites, carrying MPUs and banners and video content, plus supporting us editorially and through e-shots to databases
- **MSN**
- **Yahoo!Cars**
- **AOL**
- **ITVlocal.com**
- **4Car**



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Joint Promotions

- 120 marketing and ticket promotions set up so far.....still going.....
- **ATOC** – Nationwide ticket promotion supported by 2000 outdoor posters at key stations across the network, ½ million leaflets, online and PR activity with each of the train operating companies
- **HSBC** – Ticket promotion via HSBC and First Direct loyalty programmes reaching 950,000+ customers
- **Hotelbeds** – Hotel partnership promoting BIMS through B2C and C2C channels in 180 countries worldwide



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Joint Promotions

- **Transport for London**
 - 4 week poster campaign across tube network incorporating 4 sheet and double royal sites worth over £115k
- **Burtons**
 - In-store promotion across 350 Burton's menswear stores – free ticket with purchases over £50 plus chance to win a car
- **Gillette**
 - PR partnership inviting members of the public to send in details of their “closest shave.” The most entertaining entries will feature on the Motor Show website and the best will win a weekend for two with tickets to BIMS, Gillette products and meet and greet



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Exhibitor Support

- Thanks for all your support for 2008 – fantastic response to our marketing road show
- All VMs have been contacted about simple ways in which you can help us promote BIMS and have been supplied with logos and marketing collateral
- Activities include e-shots to databases, ticket offers in magazines, BIMS logo on ads out at Motor Show time, access to dealer networks.
- If you can think of any other ways we can work together, please let us know!



Creative Treatment

- Day time image – strap line aimed at Family audience



FUN FUELLED ENTERTAINMENT

This summer's hottest ticket
23 July to 3 August, ExCeL London

Book tickets now online or call 0871 230 5588
www.britishmotorshow.co.uk

Powered by 

Proud Sponsor

 ZURICH™
connect



Dream Cars and Global Premières | Greener Driving Pavillion | Late Night Live Music Concerts | Kidz Car Zone | Land Rover Terrapod | Honda Live Action Arena

Creative Treatment



**British International
MOTOR SHOW**
23 JULY-3 AUG
ExCeL LONDON

Proud Sponsor
ZURICH connect

FULL THROTTLE ENTERTAINMENT

The UK's biggest and best-loved Motoring Event is back in London this summer. Held just once every 2 years, The British International Motor Show sponsored by Zurich Connect is THE can't miss event for car enthusiasts.

NEW FOR THIS YEAR

- Sports Car Heritage Enclosure and Parade
- Honda Live Action Arena
- Marine Experience
- Supercar Paddock
- Greener Driving Pavilion

PLUS

- Stunning global premieres
- 600 amazing new cars
- Land Rover Terrapod Experience
- Mazda Zoom Zoom Challenge
- The Motor Show Music Festival

EXCLUSIVE
Just 600 First Day
Tickets now available

Powered by 

Don't miss it or you'll have to wait two years till the next one!

Book tickets now online or call 0871 230 5588
www.britishmotorshow.co.uk

Top Gear (10)



**British International
MOTOR SHOW**
23 JULY-3 AUG
ExCeL LONDON

Proud Sponsor
ZURICH connect

- Night time image – strap line aimed at car enthusiasts

Above the Line Plan

- **Key timings:**
- **Feb** – tickets on sale, e-marketing to previous visitors, PR starts
- **April** – specialist press, e-marketing
- **May** – complimentary ticket strategy, dm and e-marketing
- **June** – TV, regional press (non London), digital upweight, joint promotions, e-marketing
- **End June – August** (activity weighted to continue throughout show open period) - TV, national press, outdoor, radio, digital, London press



Above the Line Plan

- **Target Audiences:**

- Car Enthusiasts
- BIMS 06 Attendees (database of 150k current records)
- Conquest Audience: Serial Day-Outers enthusiastic about Cars but haven't attended BIMS (2.2m adults in immediate catchment area)



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TV – channel and programme selection on digital and regional focus on terrestrial to minimise wastage

Dates: 16th June – 2nd August 2008

TVC Length: 30”

Deployment: 16th June – 6th July Satellite Only
7th July – 2nd August Sat + Regional Terrestrial

Channels: Satellite

Viacom: MTV; VH1; Paramount

Sky: SkyOne; Discovery; Sports; Movies; FX

IDS: Dave; Bravo; Virgin 1

C4Dig: More4; Film4

ITVDig: ITV2; ITV4

Terrestrial

ITV Lon; SE; Central. C4 Lon. C5 Lon.

Programming: Automotive + other key genres (film / comedy)

Coverage and Frequency: 60% cover @ 3.5 OTS)



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Outdoor - Almost 100% of our audience come into contact with outdoor advertising. Outdoor selection focussed on regional sites to create scale and impact in densely populated target audience areas.



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Format/Pack	Size	Quantity of sites	Details	C&F	Location	June	July	August						
						2	9	16	23	30	1	14	BIMS	
OUTDOOR FORMATS														
LEPs	572mm x 419mm	1000 (M/W)	Medium Weight	91.7% @ 66.4 OTS (2.3m Tube users)	LU - majority of stations (can make key requests)								14 - 27 July	
Landmarks	1m x 4m	3	Illuminated	1.9m / 4 weeks	Canary Wharf: DLR entrance								30 June - 27 July	
Old St Roundabout	Special	1	Through road from Old St - City	2.4m / 2 weeks	Old Street								14 - 27 July	
Limehouse Tunnel	96sheet	2	Backlit	1.1m / 2 weeks	By Limehouse Tunnel (Billingsgate market side)								14 - 27 July	
Blackwall Tunnel	96sheet	1	Backlit	705k / 2 weeks	By BlackWall Tunnel (Canary Wharf North)								30 June - 13 July	
National Rail 48s	48sheets	100	M/W Commuter Belt	19.6% @ 5.5 (Ads)	Commuter Belt: within 90 mins travel into London								14 - 27 July	

National Press – to provide broad level of coverage in titles key to our target audience -timed in proximity to the event.

Dates: w/c 7th July – 28th July
 Formats: Colour Half Pages (Horizontal)
 Titles: Daily Telegraph; Daily Mail; Sunday Telegraph;
 Mail on Sunday (TNL schedule separate)



Title	Size	Colour	Position	Ins	June				July				August				
					9	16	23	30	7	14	21	28	4	11	18	25	
National Press																	
Daily Telegraph	27x8	Full	FH News	8					X	X	XXX	XXX					
Daily Mail	17x7	Full	FH News	9					X	X	XXX	XXXX					
Sunday Telegraph	27x8	Full	FH News	3					X	X	X						
Mail on Sunday	17x7	Full	FH News	3					X	X	X						
				23													

C & F: 42% 1+ Cover @ 5.6 OTS (BIMS T.A)



Local Press - the most important source of information when deciding which attractions/events to go to



Dates: 21st – 30th July
 Formats: Colour 10*7
 Titles: London Lite; Evening Standard; Metro (London)

Title	Size	Position	# Ins	July											Aug		
				21 M	22 T	23 W	24 TH	25 F	26 S	27 SU	28 M	29 T	30 W	31 TH	1 F	2 S	3 SU
London Lite	Colour 10x7	Early Front	6		x	x	x	x				wrap	x	x			
Evening Standard	Colour 10*7	Early Front	5		supp	x	x	x				x	x				
Metro (London)	Colour 10x7	Early Front	5	x	x	x	x	x									

C & F: 36% 1+ Cover @ 3.2 OTS (BIMS T.A)



Radio - simple radio messaging in proximity to the show acts as an immediate reminder, consolidating the visual messages the audience should already have seen.

Dates: 14th July – 3rd August

Spotlength: 30"

Stations: Virgin (London); Heart (London); Essex FM; Sunrise (Classic and Magic on separate schedule)

Time of Day: Natural Delivery by station; Monday - Sunday



Station/Groups	Comm. Length	Reach / OTH	Weeks	2008											
				Jun					Jul				August		
				2	9	16	23	30	7	14	21	28	4	11	18
Virgin Radio (London Only)	30 secs	13.4% @ 9.0	3												
Heart London	30 secs	19.4% @ 5.0	3												
Essex FM	30 secs	31.9% @ 6.4	3												
Sunrise Radio	30 secs	TBC													

C & F: 33% 1+ Cover @ 7.5 OTS (BIMS T.A)

Online - 96% of the target are online with 80% having broadband connections.



Detailed Media Plan:

Dates: 1st Feb – 3rd August (Search)

1st June – 3rd August (Display)

Formats: Various: MPUs / Banners / Skys / Leaderboards / Buttons

Site Selection:

Portals:

Orange; C4; AOL; Tiscali

London Focus / Listings Guides

TfL; Time Out; ThisIsLondon; ShortList; Guardian; lastminute.com

Sports Focus

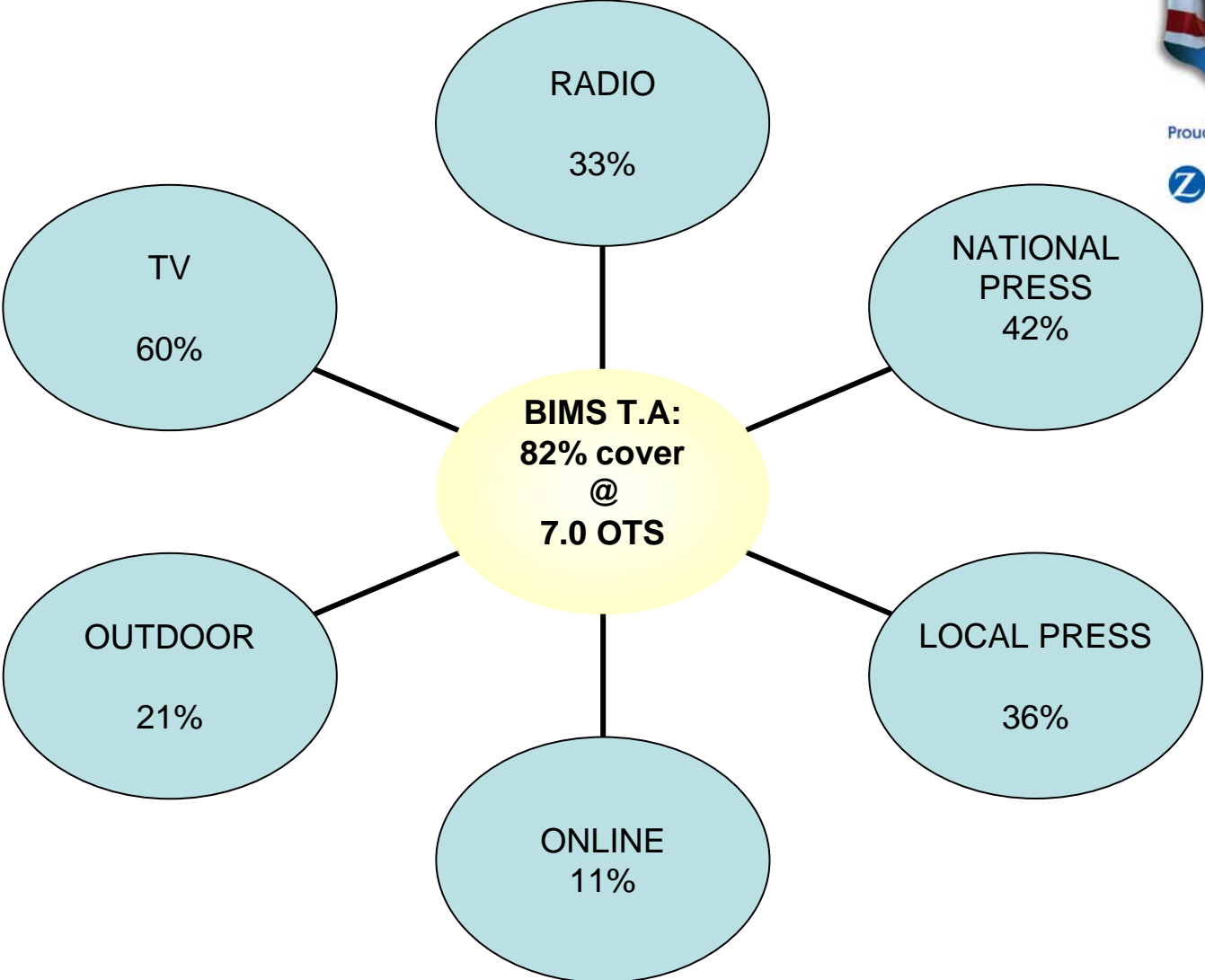
Sky Sports; VirginMedia Sport

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C & F: 11% 1+ Cover @ 1.7 OTS (All Ads T.A)

Touchpoints Analysis



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Motor Show Music Festival

- Full line up of acts now confirmed
- Working with Live Nation and Sold Out – live concert experts
- Media partnerships with Virgin Radio and Classic Rock Magazine
- Tickets going well – ahead of last year
- Tickets are cheaper than any other concert this year
- Exhibitor offer – 50% off limited seated and unlimited standing



Rock stars and cars... a dream ticket!

UB40

WED 23 JULY

ALICE COOPER

ONLY LONDON SHOW

THURS 24 JULY

Status Quo

FRI 25 JULY

Squeeze

ONLY LONDON SHOW

SAT 26 JULY

BANANARAMA, BELINDA CARLISLE,
PAUL YOUNG, TOYAH, MIDGE URE,
NICK HEYWARD, KID CREOLE &
THE COCONUTS

HERE AND NOW
TOUR 2008
THE VERY BEST OF THE 80's

SUN 27 JULY

Blondie

MON 28 JULY



Deep Purple

ONLY LONDON SHOW

WED 30 JULY

Chicago

ONLY UK SHOW

THURS 31 JULY

Jools Holland

& his Rhythm & Blues Orchestra
feat. MARC ALMOND
& RUBY TURNER

FRI 1 AUGUST

ONLY LONDON SHOW

Meat Loaf

special guest: ARNO CARSTENS

SAT 2 AUGUST



Motor Show Music Festival

TICKETS FROM JUST £25*

Including FREE entry to The British International Motor Show

Stunning outdoor 6,000 seater waterfront venue with covered reserved seating or standing available.



FOR TICKETS CALL 0871 230 5593 OR VISIT WWW.SEETICKETS.COM

www.britishmotorshow.co.uk

*subject to booking fee

PR Update

- PR Campaign launched in February
- Over 600 BIMS featured press articles already across national, regional and print media
- 77PR (lifestyle) and PfPR (specialist) working seamlessly
- Markettiers 4DC appointed as broadcast agency to support pre-show PR and also run all broadcast activity (TV, radio and digital)
 - Also specific remit to syndicate show coverage globally on line as well as on TV



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PR Stunts

- **First Love**
 - light-hearted look at what we rate more memorable – our first love or our first car....picked up by Daily Mail, Express, Star, Virgin Radio 1 and regional cuttings still coming in
- **My Car is The Star**
 - Social networking based PR story to tap into Brits love and pride in their cars. Celebrity involvement. Pics uploaded to BIMS microsite – winner has their car displayed at BIMS
- **Guilty Secrets**
 - Online confessional about our car-related guilty secrets – swapping parking tickets, driving off after a little scratch, getting amorous in someone else's car...
- **Kids Car Wash**
 - £20m summer economy – a look at savy kids getting paid over the odds for car washing. Feature to be re-created at show
- **CO2fused?**
 - Linked to the Greener Driving Pavilion at BIMS, offering consumers simple steps to help them understand what they can do to make a difference
- **Launches, Celebrities and Stand Activity.....please tell us what you have planned**

