

Event	Channel	Reach	Points to note	Cost	TOTAL REACH
Big Summer Sounds	Posters and leaflets	CSC, underpass, all partners, What's On, composites - bus shelters and town centre		£3,073	1,241,043
	Radio - Vibe and Heart advertising	30,000 (Vibe) 49,000 (Heart)			
	Big Summer Sounds banners and flyering and Watford FC promotional event in Cassiobury Park	<30,000			
	WBC website	14,681			
	Social media - Facebook and Twitter	860,293	Rebecca Ferguson's social media posts made our reach sky rocket but they missed our more local audience. Our boosted Facebook post reached 11,000 people, Twitter advertising proved less efficient with only around 600 views. This figure only takes into account WBC and Rebecca Ferguson reach.		
	Watford Observer online advertising	Ads seen 81,200 times 1,206 click throughs	This is a cost-effective way to advertise to our local audience and much more impactful than print advertising.		
	List.co.uk, Familiesonline.co.uk, Accessallareas.info, Wherecanwego.com		Free listings sites - new website will enable us to measure traffic from these sites		
	Internal comms	250			
	Media and PR	36,100 (radio) 139,519 (WO print and online)	Radio interview with RF on BBC Three Counties music show the day before the event Radio interview with RF on Heart during drivetime days before the event Five pieces of coverage in Watford Observer online and in print		

Big Beach	Lampost banners (x16)			£6,392	1,066,131
	Posters and leaflets	CSC, underpass, all partners, market, Play team's school distribution, coffee shops, railing banners by space, What's On, town centre six sheets (composite), bus stops (composite)			
	JC Decaux outdoor advertising	351,704			
	Raring2Go! Magazine full page advert		Lands in every primary school bookbag with a WD postcode		
	Hertfordshire Life e-newsletter editorial	30,000			
	Herts Advertiser full-page wrap	39,499			
	Ad in Watford Observer Here Comes the Sun supplement	12,213			
	Media and PR	139,519 (WO print and online) 200,000 (My News print and online)	Four articles in WO online and print Two News Mag articles Evening Standard online Timeout online		
	Radio - Vibe and Heart advertising	30,000 (Vibe) 49,000 (Heart)			
	Watford Observer online advertising	34,140			
	WBC website	14,681			
	Twitter	35,238			
	Facebook	128,349			
	Towncentre newsletter	1,500			
	Big Business Connects email	38			
Internal comms	250				

Big Screen	Lampost banners (x16)			£7,079	1,322,316
	Posters and leaflets	CSC, underpass, all partners, market, Play team's school distribution, coffee shops, railing banners by space, What's On, town centre six sheets (composite), bus stops (composite)			
	Hertfordshire Life half page	58,198			
	East Life half page ad	80,000			
	East Life online editorial	60,000			
	JC Decaux outdoor advertising	486,542			
	Media and PR	139,519 (WO print and online) 200,000 (My News print and online)	Four articles in WO online and print Two News Mag articles		
	Radio - Vibe and Bob FM	30,000 (Vibe) 92,565 (Bob FM)			
	Watford Observer online advertising	40,449			
	WBC website	14,681			
	Twitter	51,141			
	Facebook	67,433			
	TCP newsletter	1,500			
	Big Business Connects email	38			
Internal comms	250				

Big Sports Day	Lampost banners (x35)			£7,239	1,387,607
	Posters and leaflets	CSC, underpass, all partners, market, Play team's school distribution, coffee shops, railing banners by space, What's On, town centre six sheets (composite), bus stops (composite)			
	Hertfordshire Life e-newsletter editorial	30,000			
	JC Decaux outdoor advertising	763,928			
	Radio - Vibe	30,000			
	Watford Observer online advertising	113,130			
	Internal comms	250			
	WBC website	14,681			
	Twitter	51,608			
	Facebook	44,457			
	Media PR	139,519 (WO print and online) 200,000 (My News print and online)	Watford Observer print and online, BBC Things To Do, My News Mag		
Email to schools in Watford	34				