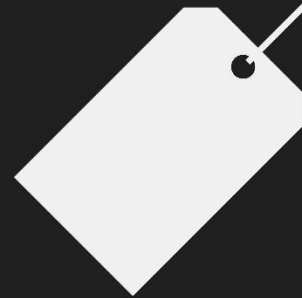
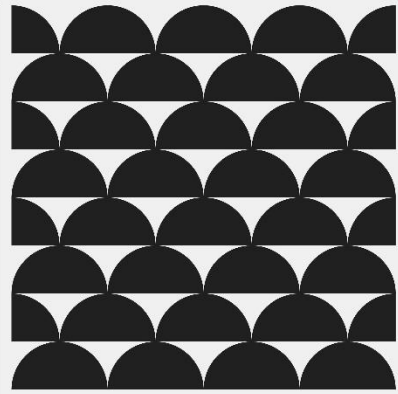


Manchester's  
**KING STREET  
FESTIVAL**

2017

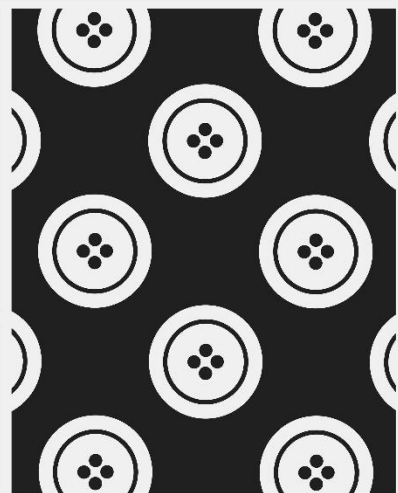


3<sup>RD</sup> — 4<sup>TH</sup> JUNE

CELEBRATING THE PAST, PRESENT  
AND FUTURE OF KING STREET

KINGSTREETFESTIVAL.COM  
@KINGSTFFESTIVAL

IN-STORE. ON THE STREET. A FASHIONABLE  
WEEKEND OF EVENTS AND OFFERS FROM OVER  
50 OF THE BIGGEST NAMES IN SHOPPING, FOOD  
AND DRINK - IN AND AROUND MANCHESTER'S  
MOST ICONIC, HISTORIC SHOPPING STREET.



BROUGHT TO YOU BY



SUPPORTED BY

Visit Manchester



PART OF MSC



MANCHESTER  
CITY COUNCIL

MEDIA PARTNER

**CITYLIFE**

# King Street Festival 2017

## When & Where

Manchester's second King Street Festival took place from **Saturday 3 – Sunday 4 June 2017**. The festival covered upper and lower King Street, as well as Pall Mall, Deansgate and surrounding streets.

## Partners and Sponsors

The King Street Festival campaign was supported by Visit Manchester, Manchester City Council and media partner Manchester Evening News CityLife. Great Grass supported the event by supplying artificial grass for the pop-up parklets and grassed seating areas.

## Event Highlights

Over 50 stores, restaurants and brands took part including All Bar One, Belstaff, Bravissimo, Browns, Burger & Lobster, Castle Fine Arts, Cath Kidston, Diesel, DKNY, Diverso, Framed Opticians, Fred Perry, Graphene, Hobbs, Jigsaw, King Street Townhouse, Kuoni, Hawes & Curtis, House of Fraser, Kiehls, L'Occitane, Miller & Carter, Mint Velvet, Mr Thomas' Chop House, Patisserie Valerie, Pizza Express, Pretty Green, Rapha, Rosso, The Body Shop, Watches of Switzerland, White Stuff, Virgin Money Lounge, El Gato Negro and Suri.

Participating brands hosted exclusive treats and special events including shopping discounts, complimentary prosecco and nibbles, canapes and menu tasters, gifts with purchase, in-store DJs, skincare consultations and complimentary beauty treatments, children's workshops, special cocktails and menus alongside giveaways and competitions to win prizes from some of the top names in fashion, food and travel.

On street entertainment included; live music bandstand, bar and seating area, lawn games and flower stall, Grafene Gin Bar with Sipsmith Gin, the Alex Echo art garden, sketching workshops and pop-up parks on Upper King Street. Plus historical tours with Jonathan Schofield alongside a new walking guidebook to the historical heart of the city.

**[Click here to view event images.](#)**































# Marketing Campaign

**Marketing Value: £108,000**

**PR Value: £230,000**

## Campaign Background

Manchester's Business Improvement District, the Heart of Manchester BID, coordinated and delivered a city-wide marketing campaign to promote the city's second King Street Festival.

The 2016 brand was given a refresh with new illustrations representing the historical area of King Street.

The campaign featured in a wide range of media, including; three large scale digital screen advertising sites on the Mancunian Way, ten CityLive digital totem signs across the city, digital billboards on main roads in and around the city centre; Princess Street, Chester Road and London Road in-store signage including A3 strut cards and window vinyls and on street branding including large format banners, A board event signage, branded bunting and flags.

All events, offers and activity were listed on the dedicated King Street Festival website [www.kingstreetfestival.com](http://www.kingstreetfestival.com), which received over 17,580 page views the duration of the campaign, up from 5,686 in 2016.

A social media campaign which aimed to create a buzz around the event and drive engagement and attendance was hosted on Twitter, Facebook and Instagram. Followers on Twitter reached 967, up from 521 last year, with 345 tweets gaining 156,000 impressions, 1,456 clicks, 929 likes and 479 retweets. Top partner engagers included; Kiehl's, Ice Cream Creations, Manchester Shoe Shine, Virgin Money Lounge and Burger & Lobster. On Facebook the event page achieved 420 Likes, up from 254 in 2016. Posts reached 25,231 users v 3,572 last year resulting in 743 clicks.

Promotion of the King Street Festival was supported through a Visit Manchester campaign, which included; outdoor advertising on large digital screens across the city centre, press advertising in Lancashire Life, Cheshire Life, Guardian Guide, Chester Standard, Living Edge and Metro Manchester – with a combined readership of 2,424,551.

Through Visit Manchester's social media channels posts on Twitter achieved 25,677 impressions and on Facebook a reach of 42,320 v 1,487 last year. The feature article on [visitmanchester.com](http://visitmanchester.com) received 19,271 views with the blog article reaching 484 readers. Digital advertising resulted in 925,520 impressions with 7,618 clicks.

Classic FM ran on air and online advertising. On air adverts reached 455,000 listeners and the online article achieved 16,697 impressions with 3,722 people entering the competition. The festival was promoted via an e-newsletter to 29,479 Classic FM listeners, with an open rate of 9,760.



The marketing activity was supported by a press campaign, which gained over £230,000 of press coverage from 46 articles in a range of media, including Manchester Evening News, print and online, Greater Manchester Business Week, Manchester Wire, Manchester's Finest, The Business Desk, Emerald Street Manchester and I Love Manchester.

## Mancunian Way Digital Tower

**Date:** 29 May – 4 June 2017

**Quantity:** 2

**Location:** Mancunian Way

**Media Value:** £12,000

**Audience Figure:** 1,688,330





## Mancunian Way Digital Bridge

**Date:** 29 May – 4 June 2017

**Quantity:** 1

**Location:** Mancunian Way

**Media Value:** £6,500

**Audience Figure:** 812,817



## CityLive Digital Totem Screens

**Date:** 29 May – 4 June 2017

**Quantity:** 20 (10 screens, 2 sides)

**Location:** Manchester city centre

**Media Value:** £12,500

**Audience Figure:** 520,000





**96 Sheet Digital Screen**

**Date:** 29 May – 4 June 2017

**Quantity:** 1

**Location:** Princess Road, Manchester

**Media Value:** £9,000

**Audience Figure:** 189,582



**48 Sheet Digital Screen**

**Date:** 29 May – 4 June 2017

**Quantity:** 1

**Location:** Chester Road, Manchester

**Media Value:** £1,500

**Audience Figure:** 579,275

The digital screen layout is composed of several distinct sections:

- Top Left:** A black rectangular area containing the text "Manchester's KING STREET FESTIVAL 2017" in white, sans-serif font.
- Top Middle-Left:** A square panel with a white floral or sunburst pattern on a black background.
- Top Middle-Right:** A square panel with a white geometric pattern of overlapping semi-circles on a black background.
- Top Far Right:** A square panel with a white silhouette of a fork and knife on a black background.
- Center:** A wide horizontal black bar containing the text "3RD — 4TH JUNE" and "CELEBRATING THE PAST, PRESENT AND FUTURE OF KING STREET" in white.
- Bottom Left:** A wide horizontal panel featuring a white geometric pattern of overlapping lines on the right and a pattern of white circles with crosses on the left.
- Bottom Middle-Left:** A black rectangular area with the website "KINGSTREETFESTIVAL.COM" and social media handle "@KINGSTFESTIVAL" in white.
- Bottom Middle-Right:** A black rectangular area containing logos for "MANCHESTER CITY COUNCIL" and "CITYLIFE".
- Bottom Far Right:** A black rectangular area with logos for "MANCHESTER CITY COUNCIL" and "CITYLIFE".



**48 Sheet Digital Screen**

**Date:** 29 May – 4 June 2017

**Quantity:** 1

**Location:** London Road, Manchester

**Media Value:** £1,500

**Audience Figure:** 154,000



**A3 Strut Card**

**Date:** 29 May – 4 June 2017

**Quantity:** 50

**Location:** Participating businesses



**Window Vinyl**

**Date:** 29 May – 4 June 2017

**Quantity:** 50

**Location:** Participating businesses





## A Board Signage

Date: 28 – 30 May 2016

Quantity: 4 (2 sides)

Location: Manchester City Centre



## On Street Branding – Signage

Date: 3 – 4 June 2016

Location: King Street





## On Street Branding – Banners

Date: 23 – 30 May 2016

Quantity: 4

Location: King Street





## On Street Branding – Bunting

**Date:** 3 – 4 June 2017

**Location:** King Street



## On Street Branding – Feather Flags

**Date:** 28 – 30 May 2016

**Quantity:** 8

**Location:** King Street





## On Street Branding – History Boards

Date: 3 – 4 June 2017

Location: King Street





## Website

kingstreetfestival.com

Page Views: 17,580 (v 5,686 LY)

### MANCHESTER'S KING STREET FESTIVAL



#### KING STREET FESTIVAL 2017

Manchester's King Street Festival returns in June bringing the city's iconic shopping address alive with music, art, food and a host of exclusive in-store events.

3RD & 4TH JUNE

#### CELEBRATING THE PAST, PRESENT AND FUTURE OF KING STREET



Celebrate our beautiful city, its history and its residents.

Join us for a fashionable weekend all along Manchester's iconic, historic shopping street. Featuring: al fresco dining, free fizz, gifts and goodie bags, a glorious bandstand, pop-up parks, an art garden and stylish crazy golf.

With heritage tours from our Historic Manchester Walking Guide and the chance to win a luxury Kuoni holiday to Mauritius.

Plus exclusive events from Manchester's premium names in shopping, food and drink.

The King Street Festival is proud to support the British Red Cross We Love MCR Emergency Fund, for those affected by the Manchester Arena attack and their families.

King Street, Manchester city centre



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#### NEWS

[See all news →](#)

Posted 3 weeks ago

#### KING STREET FESTIVAL ENJOYS TRIUMPHANT RETURN

Thousands attend free weekend event Retailers see huge uplift in sales and new customers over weekend Following the success of the... [read more →](#)

Posted 3 weeks ago

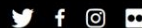
#### MANCHESTER'S KING STREET FESTIVAL RETURNS THIS WEEKEND

Live music and a bandstand, tapas, art and artisan ices, a history trail, pocket parks and a clutch of events... [read more →](#)

Join the King Street Festival Mailing List.

[Sign up...](#)

Follow Us



## Social Media

Date: 11 May - 5 June 2017

### Twitter

Total Followers: 967

No. of Posts: 345

Impressions: 156,000

Link Clicks: 1,456

Post Likes: 929

Retweets: 479

Replies: 36



The lovely team at [@InsideJigsaw](#) will be ready to welcome you into their beautiful Grade II-listed shop for [#kingstfestival](#)



1:00 PM - 26 May 2017

Engagements : 1,073



Join the Cocktail Trail at [#kingstfestival](#) to try the exclusive range of speciality drinks available at Manchester's top restaurants & bars



12:00 PM - 1 Jun 2017

Engagements: 893



We'll be celebrating Manchester, its history & its residents 3 - 4 June at [#kingstfestival](#)  
Join us in this beautiful city

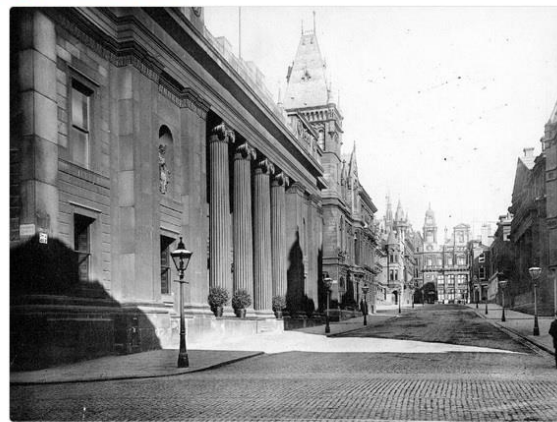


12:18 AM - 25 May 2017

Impressions : 7,737



Here's a look at [#MCR](#) most historic shopping street all the way back in 1895 [@mcrhistfest](#) [@archivesplus](#)



3:15 AM - 17 May 2017

Impressions : 4,265

We love this photo of one of #MCR city hosts on #kingst from @thevainphotos 😍 Say hi to William! 🙌



9:54 AM - 3 Jun 2017

Impressions : 4,011

### Top Engagers

- Kiehl's
- Ice Cream Creations
- Mcr Shoe Shine
- Virgin Money Lounge
- Burger & Lobster

### Facebook

Following on from their 2013 Where To Go Manchester guidebook, #ManchesterBID are producing a new guide to the heart of the city. Launching around #KingStreet17 it is being written by Jonathan Schofield Tours and edited by creativetourist.com editor Susie Stubbs.



Lunchtime has got us thinking about all the fantastic food offerings that await us for our 3 - 4 June celebrations. The King Street residents you can look forward to visiting include Arcane Bem Brasil Restaurants El Gato Negro Tapas Jamie's Italian Manchester Suri Restaurant Mr Thomas's Chop House & many, many more.

If you remember the fantastic The Grill on the Alley pop-up #bbq from last year, you'll know there's some delicious food in store!



Unique Engagements: 239

Unique Engagements: 190



 King St Festival  
25 May · 🌐

Music will play a big part in the festival, with last year's bandstand returning with a wonderful live line-up! We'll have jazz, blues, gospel, folk.. something for everyone to cater to Manchester's eclectic tastes

Keep an eye on our channels for more details on these fantastic artists



Unique Engagements: 137

 King St Festival  
30 May · 🌐

The heritage skincare specialist, which started life in 1851 as a New York apothecary, now occupies a standalone, vintage-styled store on King Street.

Complimentary healthy skin checks, goodie bags with £50 spend and cocktails by Be At One Manchester will all be available Kiehl's throughout #KingStreet17



**Kiehl's Since 1851 - Natural Skin Care, Beauty and Cosmetics for Face, Body and Hair**

Kiehl's Since 1851. Dermatologist recommended skin care solutions, hair care, body care, beauty & cosmetics. Get facial moisturizer, lotion,...

KIEHLS.CO.UK

Unique Engagements: 101

 King St Festival  
19 May · 🌐

Pick up the best blooms and plants to make your home and garden sing, courtesy of this floral pop-up – brought to #kingstfestival by Manchester florist Flourish



Unique Engagements: 92

## Facebook Page Demographics

Demographics for likes, reach & engagement were largely Female (72%), UK based (specifically Manchester & the surrounding areas). The strongest age category was 25-34 (39%), with 35-44 the next strongest (30%).

# Instagram

## Top Engaged Posts



 kingfestival

kingfestival #kingfestival #KingStreet17  
#welovemcr  
designfox2000 Great photo!



57 likes

JUNE 4

Add a comment...



 kingfestival

kingfestival @sipsmith @grafene  
#frenchmartini #lawngarden #kingstreet17  
#kingfestival



104 views

JUNE 3





 kingfestival

kingfestival Do battle with the fashion and history-inspired obstacles in our King Street-themed mini golf course #kingfestival #crazygolf #lawngames  
 manchester\_eats 🍌🍌 >  
 emmycocopops YESSSSSS ❤️ >

31 likes

MAY 30



 kingfestival

kingfestival We'll be celebrating Manchester, its history & its residents 3 - 4 June at #kingfestival  
 Join us in this beautiful city  
 hannahosborne93 @tombramley\_ we need to go to this ✕  
 jaime\_gee @daveatjam 🍌❤️🍌 ✕  
 zigzagbeer Fab ✕

41 likes

MAY 25





kingstfestival

kingstfestival Enjoy three floors of some of the best Spanish tapas the city has to offer – along with some exclusive dishes, an expanded seating area, charcuterie, food, drink and demos. All for #kingstfestival 3 - 4 June



45 likes

MAY 20

## Visit Manchester Spring Marketing Campaign Support

### Mancunian Way Digital Bridge

**Date:** 22 - 28 May 2017

**Quantity:** 1

**Location:** Mancunian Way

**Media Value:** £12,000

**Audience Figure:** 812,817



Manchester's  
**KING STREET  
FESTIVAL**  
2017

3RD — 4TH JUNE @KINGSTFESTIVAL



Manchester's King Street Festival returns in June bringing the city's iconic shopping address alive with music, art, food and a host of exclusive in-store events.

**Manchester loves summer**  
[visitmanchester.com/kingstreet](http://visitmanchester.com/kingstreet)



**Mancunian Way Digital Tower**

**Date:** 22 - 28 May 2017

**Quantity:** 2

**Location:** Mancunian Way

**Media Value:** £12,000

**Audience Figure:** 1,688,330



The poster is a vertical rectangular graphic with a black background and white text and graphics. It is divided into several sections by white lines. The top-left section contains the text 'Manchester's KING STREET FESTIVAL 2017'. The top-right section features a white stylized flower icon. The middle-right section shows a white stylized building icon. The middle-left section contains the text '3RD - 4TH JUNE @KINGSTFESTIVAL'. The bottom section contains a paragraph of text and a call to action.

Manchester's  
**KING STREET  
FESTIVAL**  
2017

3RD - 4TH JUNE @KINGSTFESTIVAL

Manchester's King Street Festival returns  
in June bringing the city's iconic shopping  
address alive with music, art, food and a  
host of exclusive in-store events.

**Manchester loves summer**  
[visitmanchester.com/kingstreet](http://visitmanchester.com/kingstreet)

## CityLive Digital Totem Screens

**Date:** 22 - 28 May 2017

**Quantity:** 20 (10 screens, 2 sides)

**Location:** Manchester city centre

**Media Value:** £12,500

**Audience Figure:** 520,000

The image shows a digital totem screen design for Manchester's King Street Festival 2017. The design is split into two main vertical sections. The left section is a solid black rectangle containing white text: "Manchester's KING STREET FESTIVAL 2017" in a large, bold, sans-serif font, and "3RD - 4TH JUNE @KINGSTFESTIVAL" in a smaller font below it. The right section is a white graphic on a black background, featuring a stylized sunburst icon at the top and a stylized building facade below it. The building facade is composed of white lines forming a series of peaks and valleys, representing the architecture of King Street.

Manchester's  
**KING STREET  
FESTIVAL**  
2017

3RD - 4TH JUNE @KINGSTFESTIVAL

Manchester's King Street Festival returns  
in June bringing the city's iconic shopping  
address alive with music, art, food and a  
host of exclusive in-store events.

**Manchester loves summer**  
[visitmanchester.com/kingstreet](http://visitmanchester.com/kingstreet)



**96 Sheet Digital Screen**

**Date:** 22 – 28 May 2017

**Quantity:** 1

**Location:** Princess Road, Manchester

**Media Value:** £9,000

**Audience Figure:** 189,582

Manchester's  
**KING STREET  
FESTIVAL**  
2017

3RD – 4TH JUNE @KINGSTFESTIVAL

Manchester's King Street Festival returns in June bringing the city's iconic shopping address alive with music, art, food and a host of exclusive in-store events.

**Manchester loves summer**  
visitmanchester.com/kingstreet

## 48 Sheet Digital Screen

**Date:** 22 – 28 May 2017

**Quantity:** 1

**Location:** Chester Road, Manchester

**Media Value:** £1,500

**Audience Figure:** 579,275

Manchester's  
**KING STREET  
FESTIVAL**  
2017

3RD – 4TH JUNE @KINGSTFESTIVAL

Manchester's King Street Festival returns in June bringing the city's iconic shopping address alive with music, art, food and a host of exclusive in-store events.

**Manchester loves summer**  
[visitmanchester.com/kingstreet](http://visitmanchester.com/kingstreet)



## **Press Adverts**

**Publication:** Lancashire Life

**Date:** 17 May 2017

**Circulation:** 255,300

**Publication:** Cheshire Life

**Date:** 19 May 2017

**Circulation:** 203,792

**Publication:** Guardian Guide

**Date:** 20 May 2017

**Circulation:** 825,000

**Publication:** Chester Standard

**Date:** 25 May 2017

**Circulation:** 61,528

**Publication:** Guardian Guide

**Date:** 27 May 2017

**Circulation:** 825,000

**Publication:** Living Edge

**Date:** 1 June 2017

**Circulation:** 24,000

**Publication:** Chester Standard

**Date:** 1 June 2017

**Circulation:** 61,528

**Publication:** Metro Manchester

**Date:** 2 June 2017

**Circulation:** 168,403

**TOTAL: 2,424,551**

## **Digital Advertising**

Cheshire Life, Lancashire Life & Living Edge

**Date:** 25-31 May 2017

**Impressions:** 10,559

**Unique Page Views:** 4,635

**Click Through Rate:** 27

**Click Through Rate:** 0.24%

Manchester's  
**KING STREET  
FESTIVAL**  
2017



3RD — 4TH JUNE @KINGSTFESTIVAL

Manchester's King Street Festival returns in June bringing the city's iconic shopping address alive with music, art, food and a host of exclusive in-store events.

**Manchester loves summer**  
[visitmanchester.com/kingstreet](http://visitmanchester.com/kingstreet)

## Social Media

### Twitter

Impressions: 25,677



**Visit Manchester** @visit\_mcr · May 30

Celebrate the past, present & future of #Manchester's most iconic shopping street @KingStFestival Sat 3 - Sun 4 June [goo.gl/BDnO22](https://goo.gl/BDnO22)



### Facebook

Reach: 42,320



**Visit Manchester**

Published by VM DigitalTeam (?) · 10 May · 🌐

Manchester's [King Street](#) Festival returns in June bringing the city's iconic shopping address alive with music, art, food, games and a host of exclusive in-store events.

Find out more: <https://goo.gl/EeqSZn>





## Digital Advertising



**King Street Festival**

Manchester's iconic shopping address comes alive with exclusive in-store events.

[visitmanchester.com](http://visitmanchester.com)



**King Street Festival**

[visitmanchester.com](http://visitmanchester.com)



**A Festival Of Shopping**

[visitmanchester.com](http://visitmanchester.com)

**Impressions:** 925,520

**Clicks:** 7,618

**CTR:** 0.82%

### **Most Successful Ads**

youtube.com: 1,500 clicks

Mobile App: Tesco Mobile Xtras: 550 clicks

Mobile App: OK! Magazine: 200 clicks

## E-Newsletter – Solus

**Circulation:** 16,883

**Open Rate:** 22.52%

**Click Rate:** 0.96%



### **Manchester's King Street Festival Returns this Weekend**

*Saturday 3 – Sunday 4 June 2017*

Manchester's King Street Festival returns this weekend, bringing the city's iconic shopping address alive with music, art, food, games and a host of exclusive in-store events.

The festival, coordinated by [Manchester BID](#), Manchester's Business Improvement District, on behalf of city centre retailers will see King Street's premium stores, restaurants and hotels come together to host a fun yet fashionable weekend offering al fresco dining, exclusive in-store events and complimentary gifts alongside free fizz and tastings.

New for 2017 are an art garden and street sketching workshops, alongside lawn games and a stylish crazy golf course. Head to Upper King Street where its parking bays are transformed into a series of pocket parks featuring activities including, classical music, pop up gardens and pizza making.

The festival's bandstand will return showcasing the best blues, swing and jazz bands in town while King Street's rich history will be revealed during guided tours throughout the weekend.

One of the UK's most exclusive streets, King Street is home to a wealth of premium brands and upscale eateries including Belstaff, Bravissimo, Castle Fine Arts, Cath Kidston, Diesel, DKNY, Jigsaw, House of Fraser, Kiehls, Mint Velvet, Pretty Green, The White Company, Virgin Money, El Gato Negro and Suri.

Visit [kingstreetfestival.com](http://kingstreetfestival.com) for full listings and follow [@kingstfestival](#) on Facebook, Twitter and Instagram.

Visit Manchester

[www.visitmanchester.com](http://www.visitmanchester.com)

Contact us via email [webmaster@visitmanchester.com](mailto:webmaster@visitmanchester.com)

Telephone 0161 238 4591

[Unsubscribe](#) | [Web View](#)

**Shared**

**Circulation:** 63,563

**Open Rate:** 21.68%

**Click Rate:** 1.74 %



## **Manchester's King Street Festival**

Saturday 3 – Sunday 4 June 2017

Manchester's King Street Festival returns this June, bringing the city's iconic shopping address alive with music, art, food, games and a host of exclusive in-store events.

The festival, coordinated by [Manchester BID](#), Manchester's Business Improvement District, on behalf of city centre retailers will see King Street's premium stores, restaurants and hotels come together to host a fun yet fashionable weekend offering al fresco dining, exclusive in-store events, complimentary gifts alongside free fizz and tastings.

[READ MORE](#)



## Visit Manchester Website

Article: The King Street Festival

Page Views: 19,271

Unique Page Views: 18,119



The screenshot displays the Visit Manchester website interface. At the top left is the 'M' logo. The navigation menu includes 'Things To See & Do', 'What's On' (highlighted), 'Shopping', 'Where to Stay', 'Food and Drink', 'Ideas & Inspiration', and 'Visitor Information'. Social media icons for Facebook, YouTube, Twitter, and Instagram are visible, along with a search icon and a 'My Manchester' link with a heart icon. Below the navigation, a breadcrumb trail reads 'You are here: What's On > Manchester's King Street Festival'. The main heading is 'Manchester's King Street Festival', followed by 'Type: Festival' and the location 'King Street, Manchester, Greater Manchester, M2 4WU'. Two buttons are present: 'Visit Website' and 'Itinerary Planner' with a heart icon. The main image shows a street festival scene with a green lawn, white picket fence, and children playing with a green ball.

## Blog

**Article:** The King Street Festival

**Page Views:** 484

**Unique Page Views:** 437

on May 25 2017

### Manchester's King Street Festival Returns for Summer Weekend Celebrations

In [Discover](#), [Eating](#), [Shopping](#)



Manchester's King Street Festival returns on Saturday 3 - Sunday 4 June, bringing the city's iconic shopping address alive with music, art, food, games and a host of exclusive in-store events.

The festival, coordinated by Manchester BID, Manchester's Business Improvement District, on behalf of city centre retailers will see King Street's premium stores, restaurants and hotels come together to host a fun yet fashionable weekend offering al fresco dining, exclusive in-store events and complimentary gifts alongside free fizz and tastings.

# Classic FM On Air and Online Advertising

## On Air

Impacts: 1,277,000

Reach: 450,000

Spots: 36

Opportunities to Hear: 2.8

## Newsletter

Recipients: 29,479

Opens: 9,760

Clicks: 1,635

## Online Article & Competition

Page Impressions: 16,697

Unique Users: 5,537

Competition Entries: 3,722

Data Capture: 1,063

The screenshot shows the Classic FM website with a green header and navigation menu. The main content area is titled "Win" and features a large image of a couple walking in a city street. Below the image is a social media sharing bar with Facebook, Twitter, and Google+ icons. The text describes a competition to win a luxury Manchester break for two, including a weekend stay at a hotel, a dinner at a restaurant, and a day trip to a museum. The text is in a serif font and is interspersed with smaller images of the Manchester city scene. At the bottom of the page, there is a logo for the "KING STREET FESTIVAL 2013" and a social media sharing bar.