

underscore

Press Release

Ally Pally listed 2nd Top UK Venue



Underscore says a **HUGE CONGRATS** to one of our favourite clients **Alexandra Palace**, as they are listed number 2 in the Event Magazine “Top 20 UK Venues in their Readers’ Poll”.

We couldn’t have been much prouder when we saw ‘our’ Ally Pally recognised by more than 4,500 industry peers in the Event Magazine 2012 Readers Poll. That’s the way to go!

2012 is Underscore’s third year of engagement developing the brand and communications strategy for “The People’s Palace”. The success of this iconic venue is a reflection of the venue’s commitment to events and a team approach to creating and promoting fantastic experiences. Coming second in this important industry poll is the perfect ending to 2012 and an inspiration as Alexandra Palace’s marketing team and Underscore will be preparing to celebrate the Palace’s 140th anniversary next year.

“It is testimony to the hard work and dedication of the team in securing and delivering our best year of events on record. To win this accolade is even more special, having been selected by opinion leaders in the events world in the face of fierce competition from 420 leading national venues.”
Commented Emma Dagnes, Commercial Director, Alexandra Palace.

Underscore have now completed almost 1,000 individual tasks for the brand with notable achievements including:

- Website up to an astonishing 1.25 million visits in a year; incredible for a destination venue which does not sell tickets!
- 'Top 10 live music venue' by Time Out readers
- 'Keeping it on Ice' event increased footfall traffic by 89% year on year
- Top 5 listing for ice skating in Google
- Over 2,000 people responded to our local consultation about the regeneration
- Social Media up to 30% from last year
- 1,8m impressions in 90 days
- Twitter engagement of 93%
- Database increase by 50% year on year

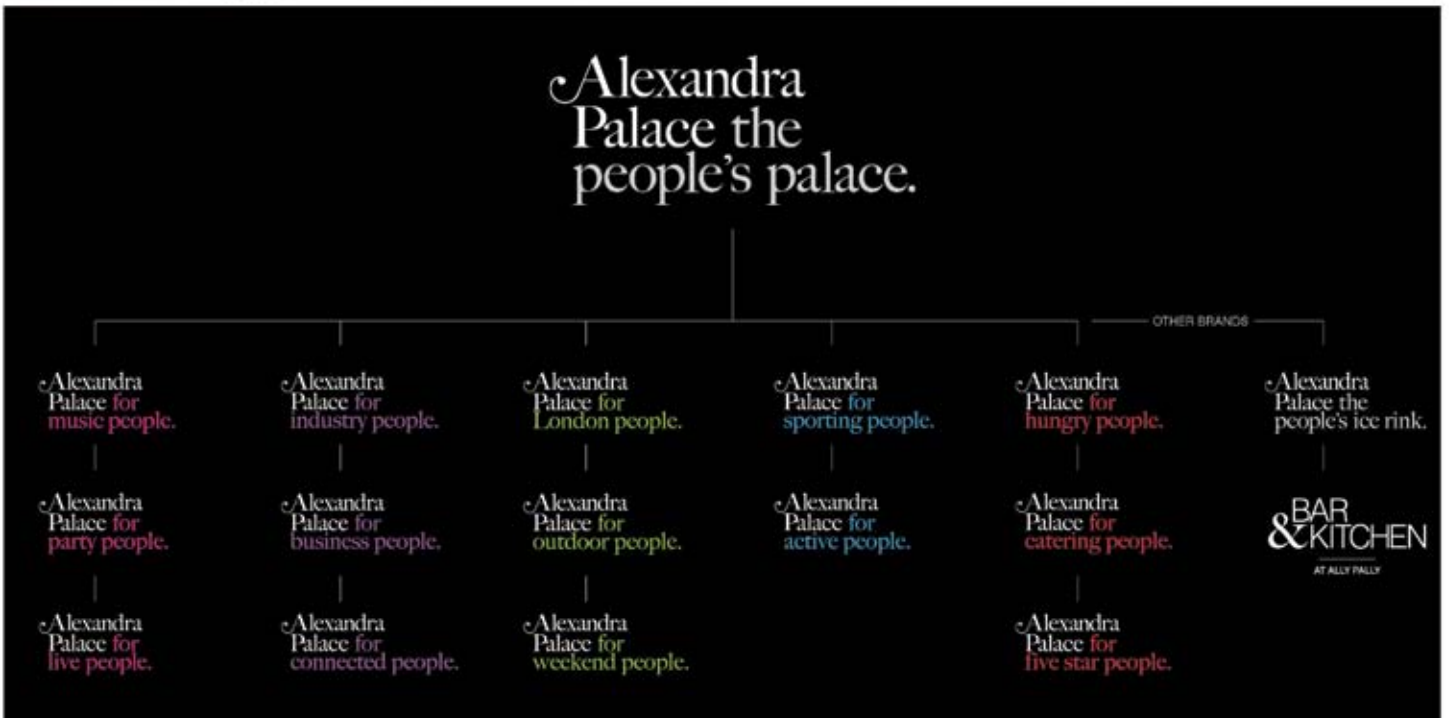
According to the best events magazines, Ally Pally 'was truly a cool and classic venue for its readership of U.K event organisers'.

We're cool, it's official!

WHAT WAS OUR BRAND VISION?

Our brand vision was to bring the people back to **the People's Palace**. Appealing to **all** and delivering a **great experience** for every occasion, **365 days a year**.

WHAT WERE OUR BRAND VALUES?





OUR TONE OF VOICE?

We write as we speak - our style is that of **people talking to people**. We are, at all times, **straightforward, confident and engaging**.

We seek to appeal to individual groups without losing the core message: inviting everyone to **discover their own Ally Pally**.

WHAT WAS OUR BRAND ESSENCE?

Alexandra Palace is a **destination venue** for the young, the old and everyone inbetween to **discover**.



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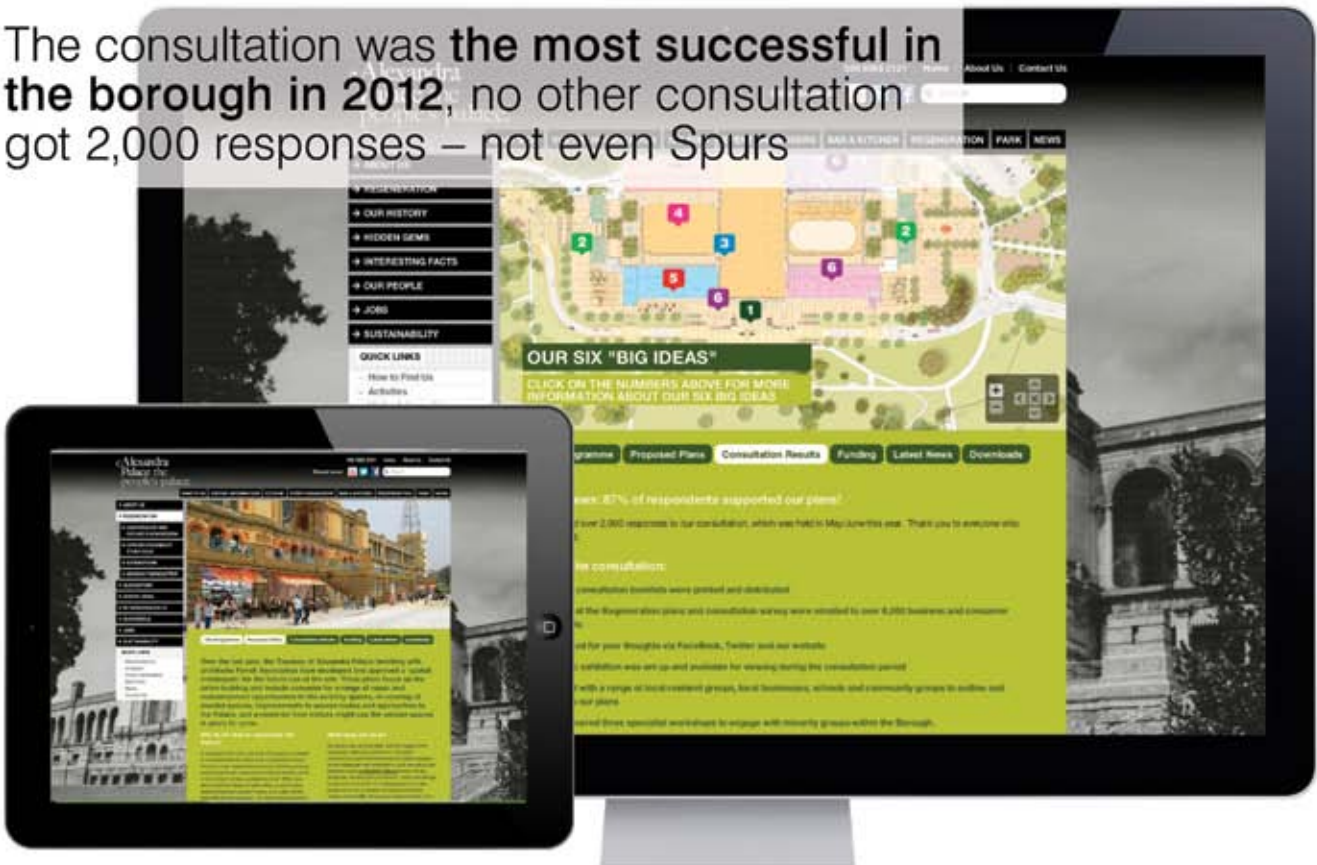
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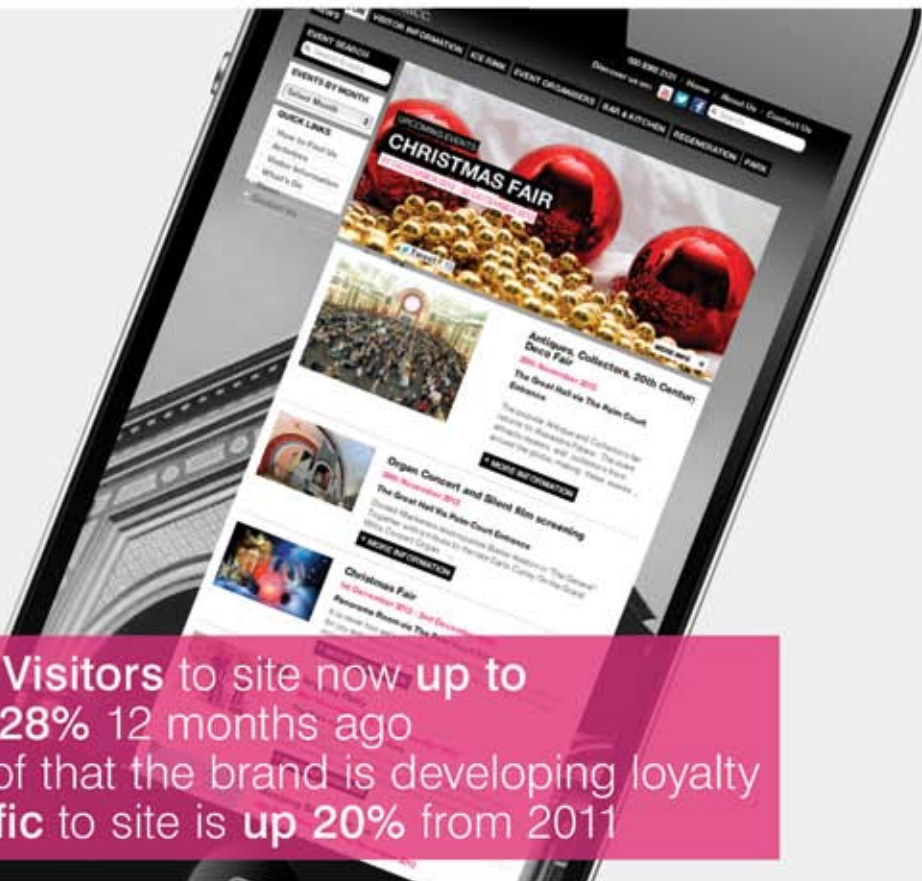
82% had visited Alexandra Palace in the last year

The consultation was **the most successful in the borough in 2012**, no other consultation got 2,000 responses – not even Spurs





- 2011 - 1m visitors
- 2012 - 25% increase to 1.25m
- 'Incredible for a destination venue that doesn't sell tickets'



- Returning Visitors to site now up to 33% from 28% 12 months ago
- This is proof that the brand is developing loyalty
- Direct traffic to site is up 20% from 2011

Hello there we're **underscore**.
An award winning team of creative thinkers,
branding experts & digital strategists.

Nice to meet you.



About us

Underscore are a full service creative agency based in central London.

We specialise in brand, digital, and social media engagement across the retail, property, health & beauty, stadia & venue, FMCG and government sectors.

Today people live in a world where concepts can be easily liked or shared. Where the customers call the shots and brand integrity is everything.

At underscore we work from the bottom up to create concepts and strategies that deliver a crucial point of difference and form communities out of customers.

In the last thirteen years, we've added bottle to breweries, people to palaces and created social brands worth sharing.

We've even had the English speaking more German.... so whatever your language may be, let's have a chat.

Contact

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Thanks.