



# L'ORMARINS QUEEN'S PLATE

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For the second year running, CSA was appointed as the specialist communications agency for the L'Ormarins Queen's Plate, the horse-racing and social calendar date held in Cape Town over the summer.

## EVENT:

One of South Africa's premier horseracing events, the L'Ormarins Queen's Plate is renowned as an esteemed celebration of equestrian excellence, art, style and culture. Since its inaugural presentation in honour of Queen Victoria in 1861, the race has become one of the Cape's foremost calendar events.

## TASK:

CSA handled all media engagement & liaison, media accreditation, promotions, & advertising, social media, copy-writing and partnerships for this event.



**240 CLIPPINGS**  
ACHIEVED +  
**4 FRONT PAGE**  
COVERS  
OF DAILY  
NEWSPAPERS



**81 MEDIA**

WHO REPRESENTED RENOWNED BROADCAST, PRINT, NEWS AND LIFESTYLE PLATFORMS, ATTENDING THE EVENT.

**TOTAL MEDIA VALUE OF  
R 30 073 282**