

LIKEMINDED **PR**

Case Study

Royal Windsor Flower Show 2025



ROYAL WINDSOR
FLOWER SHOW

Summary

In June, the prestigious, Royal Windsor Flower Show, returned to The York Club, Windsor Great Park for its 118th year, to celebrate the natural world through innovative garden design and artisan craftsmanship. This year's show embraced the captivating theme "Patterns in Nature," beautifully brought to life through a specially commissioned garden designed by multi-award-winning garden designers Landform Consultants.

Officially opened by the **Duchess of Edinburgh**, the Show was honoured to welcome His Royal Highness, **King Charles III**. Adding additional star power to the horticultural festivities, the show welcomed beloved television personalities including gardening legend Alan Titchmarsh, alongside Kirsty Gallagher, Susie Amy, Alex Jones, Angelica Bell, and Arit Anderson. These familiar faces from the world of horticulture and beyond engaged with visitors and shared their enthusiasm for all things garden-related.



Company Background



Established by Queen Victoria in 1892, this beloved horticultural event continues to blend tradition with contemporary creativity. Organised by the Royal Windsor Rose & Horticultural Society (RWRHS), the Flower Show continues its tradition of nurturing horticultural passion and creativity within the community. The Society's charitable initiatives engage schools and inspire the next generation of gardeners and craftspeople. Under the leadership of Show Director Alex Denman, former Chelsea Flower Show Manager, the event promises a meticulously curated experience honouring both tradition and innovation.

Problem



As a registered charity and beloved community institution, the Royal Windsor Flower Show depends on strong visitor attendance and ticket sales for its continued success and growth. The Show required strategic PR support to drive meaningful audience engagement, complementing its marketing and social media efforts to ensure financial sustainability and preserve this treasured cultural tradition.

LikeMinded PR Strategic Mandate:

- **Pre-Event Media Amplification** - Orchestrate comprehensive press coverage across diverse media platforms to build anticipation and drive advance ticket sales
- **VIP & Celebrity Engagement** - Curate exclusive high-profile attendees and targeted media personalities to generate organic publicity and enhance prestige
- **Post-Event Legacy Building** - Capture and amplify success through sustained media coverage, ensuring lasting brand impact and momentum for future editions

Strategy



Our strategic approach secured high-impact interviews with Show Director Alex Denman and distinguished ambassadors including renowned horticulturalist Alan Titchmarsh, creating

authentic anticipation and driving audience engagement across multiple touch-points.

Pre-Event Media Orchestration

Leveraging our comprehensive media network spanning print, broadcast, and digital platforms, we executed a targeted outreach campaign that generated substantial pre-event engagement.

Exclusive VIP Experience Design

We curated an elite guest list comprising influential figures from broadcasting, journalism, and social media to create a premium networking environment. This exclusive cohort was treated to a bespoke Show experience featuring:

- Private guided tours with privileged access to restricted areas
- Direct ambassador engagement providing unique content opportunities
- Luxury hospitality partnership with Coworth Park delivering expertly crafted afternoon tea
- Integrated content capture with broadcaster Angellica Bell conducting live vox pops and VIP interviews throughout the event

Royal Visit Coordination & Content Strategy

Upon confirmation of His Majesty The King's attendance, we immediately elevated our operational framework:

- Enhanced documentation protocols with additional specialist royal photographers
- Dual-track content strategy capturing both The King's and The Duchess of Edinburgh's Show tours
- Real-time content pipeline ensuring immediate availability of premium visual assets for post-event amplification
- Strategic positioning maximising authentic moments between Royal Family members and Show participants

Post-Event Amplification Campaign

Our comprehensive follow-up strategy maximised the event's lasting impact through:

- Personalised VIP engagement with tailored follow-up communications to key attendees
- Second-wave media outreach to our established network, now enhanced with exclusive photography and authentic testimonials from the day
- Multi-platform content distribution leveraging high-quality visual assets and quotations to extend the event's media lifecycle

This integrated approach transformed a single-day event into a sustained period of positive media coverage and stakeholder engagement.

Results



The combined results of our pre and post-event press engagement along with our event-day media engagement resulted in outstanding results.

Pieces of Coverage	Audience	Views
66	378M	4.86M

