

Cambridge Standing Tall 2024

Being part of the trail:

Increases your brand profile/awareness
Encourages footfall and sales
Improves your social media connections



90%

thought that the local and regional brand exposure they received was **excellent** or **above average**



96%

rated ROI as **excellent** or **above average**



77%

thought that the event helped them **strengthen relationships** and **grow more business**



97%

rated account management as **excellent** or **above average**



Nearly
550k

visitors enjoyed the trail



Followed by

6,225

people across all social media platforms

“

We think the **brand promotion** is **second to none**. Between 28 June and 4 September, web users were up 42.91%, new users by 42.62% and sessions by 32.18%.

- **FGC Innovation**

“
Cows about Cambridge has provided Thameslink with **fantastic opportunities** for brand exposure and ultimately revenue generation through ticket sales.

- **Thameslink**



Data taken from previous Break trails

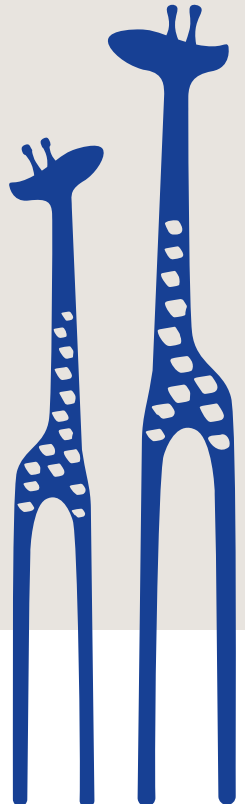
Delivered by Break in partnership with Wild in Art



Principal Partner:



Registered charity no. 286650 | Schofield House, Spar Rd, Norwich, NR6 6BX





One of our core values is that we're part of our community, so it [the programme] was a great opportunity to **get more involved** in the communities that we already operate in.

- Dipples & Conway Opticians



Cambridge Standing Tall 2024



Stand tall for your community

Deliver on your corporate social responsibility objectives
Boost the city's economy, culture and community spirit



92%

of those participating in the Cows about Cambridge Learning and Community programme were immensely proud of their involvement



99%

of Cows about Cambridge visitors said they felt proud to have the art trail in their city



97%

of visitors said that Cows about Cambridge created a sense of community



65%

of Cows about Cambridge sponsors agreed that the trail made them feel closer to Break's charitable work



The "Heard by the Herd" Community Programme enabled

178

people from vulnerable communities to participate, including involvement from LGBTQ+ groups



Over

12,750

children participated in the Cows about Cambridge Learning and Community Programme



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Principal Partner:



We have a history of being involved in learning and development within the community, so being part of this programme is effectively carrying out the promise we've made as part of our organisation.

- Girl Guides

