**The marketing challenge of 2019**

Do you know that traditional TV advertising is now 84% less effective that it was?

Do you want to know how to make it 10x as effective and reduce the cost by 70%?

Do you want to know how to make advertising that can’t be fast-forwarded or skipped?

Do you want to be in the adverts that viewers never start looking at their phone while they are on?

There is a global shift in marketing with stories and meaningful partnerships being chosen as the main marketing tool. Sport sponsorship in particular helps companies to find their way through the maze and through the consumer’s instinctive defensive mechanism; which is to just switch off.

Unfortunately for marketing traditionalists, the old world of advertising is no longer reaping the rewards that it once did. Whilst consumers are still highly engaged, their behaviours have drastically changed. According to a 2014 study on Super Bowl commercials by BizJournal, 80% of ads have no impact on sales whatsoever. The same study reveals that 84% of the audience leaves the TV to do other things during the ad break. It is worse in 2018 with everyone just looking down at the phone during the ads, or fast forwarding through them or both!

Mortorsports marketing with RP-Racing enables business partners and sponsors to access multiple markets, audiences and channels through a single marketing partnership. By harnessing the power of a driver profile, our partners can benefit from the feel-good-factor of promoting talented yet under-funded drivers, supporting local young talent, and getting an instant story to draw consumers in, thus generating brand loyalty, whilst maximising impressions, brand awareness and capitalising on new income generators as provided through our marketing.

PARTNER BENEFITS

It is not about stickers on cars, so let us put that to one side while we look at the business and marketing angles.

Let’s talk marketing:-

As we boldly stated traditional TV advertising is just not working like it did. Here is a comparison with TV advertising as a like for like comparison of race car branding. This is actual analysis taken for one race weekend in GT4 which accompanies BTCC.

**COSTS of Advertising with RP-Racing**:-

Cost of Subsidised Title Sponsorship for 1 Race Weekend £10,000

Total Live TV Coverage on ITV4 of our branded Race Car (mins)

Calculated time when branding was visible across two live televised races to 311,000 viewers. R2 (03:51.71)

R3 (04:22:53)

08:14.24

Total value of increase revenue, brand awareness and lead generation (£) £14,440

**Equivalent cost of ITV Commercial Adverts during the same race TV Programme (£)**

Based on average rates of £350-£775 per 30' excluding Commercial Production £562.50 per 30' multiplied out to 8:14.24

£9,262.50

That would be comparable value if people were actually watching the adverts, but you and I both know what we do when the adverts are on. Its not even get up a make a cup of coffee (like in 2014), now it’s just look down at your phone and surf the social web, catch up the Facebook blurb and back to the racing. Advert minutes watched, is extremely low, the value is massively diminished, less than 16% will even be seen. And that’s just the thin end of the wedge on the TV advert costs of course, because you would need to create the advert in the first place. Here are some figures if don’t already know on the costs of making a TV advert.

Cost of production “The Coalshed”

Taken from the <http://www.thecoalshed.co.uk/how-much-does-it-cost-to-make-a-tv-advert/> If the budget is **limited (up to £25k)** creative ideas should be kept very simple. A one day shoot in a studio or small location, with a presenter or featured artist. Alternatively a fully, simply animated ad works well at this price point.

With a medium weight budget (£25k – £65k) we’d still be looking at keeping things relatively simple and on a one day shoot. But there is more room for the extras that really add to the overall look and feel of your ad. A higher spec camera and lenses, a small set build or good array of props, bespoke graphics & specially composed music. These all help raise the production values of the final commercial.

With a bigger budget (£65K – £120k) we can start to look at multiple characters possibly even a (minor) celebrity to front your commercial. We can look at multiple locations and more elaborate shoots. We can consider interactive bespoke graphics and specially composed music and a specially recorded jingle to bring it all alive.

Our on-track exploits are relatively self-explanatory. Time on the camera is brand awareness and that footage and real excitement can be reused on social media, so the media value is very high and reusable. It’s basically going to cost 30% of a tradition advert because there is no advert production cost and the advert on the car can’t be skipped using fast forward and thus provides a better return. And that is just the tip of iceberg of marketing.

Our unique Title Partnership package gives you full branding and title sponsorship for the entire Motorsport team. Brand the race and support vehicles to suit your corporate branding and receive Title Branding for all on and off-track activities as the [Your Name].

DEDICATED WEBSITE, PR & SOCIAL MEDIA ACCOUNTS

Provision of a dedicated Race website and associated social media accounts to promote our Partners, Drivers and both on and off-track events. With media galleries, competitions, race reports, interviews, driver profiles and blogs alongside an online shop to retail our exclusive range of team-wear and merchandise.

RETAIL TEAM-WEAR, MERCHANDISE & E-COMMERCE

Courtesy of RP-Racing Promotions, the entire team and drivers will be kitted out with exclusive team-wear including t-shirts, hooded tops, jackets, baseball caps, lanyards, mobile phone covers and more. With online retail via the website this will provide an additional income revenue stream for our title partners.

YOUR OWN ESPORTS RACING TEAM

The RP-Racing eSports team will see our drivers and selected online eSports stars racing within National and International eSports events across multiple platforms and games using exact replicas of our branding on the cars. A great way to develop driver skills whilst increasing the exposure of your business.

RACE DAY HOSPITALITY & TRACKSIDE IMPRESSIONS

Enjoy paddock hospitality courtesy of RP-Racing Motorsport you get access to the pits, Glitzy Grid walks a chance to sit in the race on the Grid to really feel and see how that start will be. Full Hospitality over the day with drinks, snacks and food provided for you and your selected guests at each of the 7 race weekends and immerse yourselves throughout the season!

REUSABLE MARKETING CONTENT & MATERIALS

Receive regular press releases, in-car video footage and on-track professional photography courtesy of Mavrin Hall Photography for your own use. Plus we can also obtain recordings of TV coverage and social media content to help boost your own social media and marketing channels.

MOTIVATIONAL AND SALES REWARD SCHEME

The Funcup Package

We would like to offer you a service involving a package of team building and motivational rewards for your company. Who doesn’t like a day at the races? Pampered as VIP’s with free drinks snacks and lunch throughout the day. This is a unique opportunity which allows you to get up close and personal even when the live racing is on. This is a family friendly environment and that means children especially, allowing your whole family to get in the pits throughout the race watching pit stops just meters away and walking on the grid of famous race tracks like Silverstone and Brands Hatch and even getting in the cars on the grid.

We can tailor the package to suit your company, and could include 8 races with VIP tickets, race entry, access to the pits, and exclusive access to the drivers, mechanics and team boss. Culminating at the end of the year with a chance for you and your staff to get behind the wheel of a race car and see what it is actually like to DRIVE a famous circuit like Donnington in a RACE CAR. These packages can be used as you wish as a reward for only the top performing staff or as a company team building day out.

There is no other race series that lets you and your family get up so close to the action, it’s a unique day out that can work well as a reward to staff and a place to treat potential partnerships to the VIP treatment in an exciting and captivating way. All this and be involved with the youngest VW Funcup race driver ever as he makes an assault on the title at just 16 years old, can he win the leading endurance championship in Europe? Backed by a team that has won 4 times before, why don’t you come and find out.

In 2017, there was a staggering 82 hours of TV air time. In 2018 there has been 69 hours of TV time with the end of season shows still to run. In 2018 that coverage has included 21 prime slots and 117 individual TV slots in total. Cameras are mounted in, or on, several cars, to capture on-track action during the race, to provide exciting entertainment, which is why there are over 22Million views of the 2018 series. A full report on the viewing figures is available, below are some highlights.

**﻿Silverstone: 3.71 Million Views**

**Brands Hatch: 3.11 Million Views**

**Donnington Park 3.31 million views**

**Oulton Park: 3.15 Million Views**

**Full statistics available.**

Please see below a short promotional video from SKY SPORTS:

<https://youtu.be/KbTlUw9Dhz4>

Fun Cup receives widespread promotion, across a whole range of prime media, from motorsport magazines through to daily newspapers, general interest magazines and TV coverage. The championship is filmed at each UK event and Spa 25 hours for Sky Sports “Raceworld” programme and Motors TV.

These are race-designed cars using a unique and extremely strong space frame chassis, with a Beetle silhouette GRP bodywork. The suspension is a combination of special race and some production-modified units, with Bilstein dampers and powerful brakes.

We can tailor this package to work with your business, created as complete sales incentive package, or a market strategy to drive your business on to new heights.

PROMOTIONAL BENEFITS

Join us with your guests at days out such exclusive tours of the JPR factory where the cars are built, private test sessions at various UK circuits, options to host the cars and/or drivers for off-site events with your business at your locations or trade shows events/roadshows and much more...

TV Prime air Time (21 prime slots £10,000) £210,000

TV Air time 69 hours + Totalling 117 air time slots £90,000

Advert Creation not required (1 cheap advert repeat runs) £25,000

Hospitality at race weekends (100 people \* 7 event weekends) £35,000

Total Value £360,000

SAVING 70% £252,000

Cost £108,000

Extras included:-

Support Vehicle Branding

2 x Access to the cars and drivers for Corporate & Off-Site Events

2 x Track Days & Experience Days for your Clients, Customers & Staff (10k)

Professional eSports Racing Team

Dedicated Web, Digital & Multi-Channel eCommerce Marketing Strategies & Delivery

Bespoke Promotional Clothing, Team-wear & Merchandising

We can tailor a package for almost any budget so why not get in touch and see how we can drive your business forward.

Please contact

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