

TONY BERRY RACING

motorsports

- plural noun

Competitions, esp. races involving motor vehicles.

That description, in and of itself, does not seem to do justice to the excitement that is motorsports. The streak of colors, the roar of the high-performance engines, the smell of rubber and the gusts of wind as it buffets by you all create a sensory explosion of information. These are the things that are most striking to all fans; casual or hard core. The adrenaline rush of the motorsports experience is not limited to just those that are fortunate enough to drive these machines, but also by those in attendance. This is, in part, why motorsports remains the fastest growing sport in America. As the audience widens demographically so too do the opportunities for businesses, large and small, to become a partner in this experience; contributing their company colors to those encircling the racetrack and imprinting a brand in the consciousness of new consumers.

Advertising Benefits:

“Why would I utilize motorsports as a marketing tool?”

In a study distributed in 2001, it was statistically proven that consumers can develop immense brand loyalty through developing a connection with a sport/team.

“Interestingly, team success was not significantly related to brand loyalty among highly committed fans. This finding is consistent with both other research and with the notion that brand loyal fans will provide a stable stream of revenue, regardless of the team’s performance. However, fan identification (the ability of a team to provide a vehicle for consumer attachment, particularly when the team wins) was strongly predictive of brand loyalty.” (Gladden and Funk, 2001, Understanding brand loyalty in professional sport)

While our motorsports team is committed to the goal of winning (after all, that is why we do what we do) this paragraph highlights that your potential consumers that are viewing the event absorb the marketing message regardless of the results. The key is to make these fans/consumers committed to our team and your brand.

Commitment:

Any good leader will tell you that the key to motivation is to get your team, employees, etc. to “buy in” to the message and to allow these team members a sense of ownership; they need to have some skin in the game. The above article goes on to address this point by stating that for a fan to experience intense brand loyalty they need total access to the sport (coaches, players, media information, etc.). This holds true to our collective target market, the potential consumers that sit in the stands at the race events, view our trailer traveling down the highway, see the team on display at car shows or similar events, or follow the team (and your brand) through print and digital media. This is specifically where our team thrives in creating a greater experience than what would otherwise only be created by attending the events alone. Our team has a proven track record of our pre- and post-race press releases and sponsor announcements being published in print and electronic media. This same information is hosted on our website and available in electronic form for your own distribution as you see appropriate. Another way in which our team differentiates itself from others and creates greater access for the consumer to your brand is through car displays. These can be done at car shows or in one of your vendors’ parking lots; where even the most casual of auto enthusiast is compelled to view the car and help create customer impressions for you.

What kind of businesses should use motorsports as a marketing tool?

Motorsports is a unique tool to help reach your current and untapped consumer base and is not limited to any singular industry even though the most obvious that come to mind would include companies related to the automotive field. Brands from all industries are seeing that the consumers at the events (or that see our trailer to and from events) are clearly consumers of other products as well. In short, while motorsports may not work for all businesses, it is a viable option for most businesses that are exploring an out of the box approach to their marketing campaigns.

In conclusion motorsports is every bit as exciting as the opening paragraph illustrates, but there is a potentially untapped opportunity for your company to join in on this high level of excitement – our motorsports team can be the conduit to our mutual success.

“GOALS ARE DREAMS WITH DEADLINES”