

# CARS Marketing and Communications update – September 2014

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In 2014 CARS embarked on a significant enhancement to our marketing and communications efforts, by engaging Formula Photographic Inc. and partners, Bowes Media and Dean Campbell Editorial in a comprehensive campaign, to increase the exposure of CARS and the Canadian Rally Championship.

Better, more timely content, increased exposure through the use of social media as well as an aggressive video and TV production program has led to increased value to our sponsors, organizers and competitors alike.

This update hopefully provides some insight into our 2014 progress and continued changes.

Starting Oct 12<sup>th</sup> Perce Neige 2014 will be airing on RDS in Quebec, followed very quickly with premier airings on TSN, TSN2 and ESPN Classic in Canada.

Subsequent 2014 season events will have their premier airings shortly thereafter and are scheduled to complete by January 2015. This will be followed by repeat showings of all events at TSN's discretion, as they have an exclusive deal in Canada through until Sept 2015.

We will have a total of 120 airings of the 2014 season, which is a huge increase over the 56 airings in 2013.

Approximately 10 days after the premier airing of an event is complete on TV, the media team will be posting the full-length TV show to our YouTube/CARSRALLYTV channel for wider distribution and exposure.

As an integral part of our exposure enhancement campaign, Formula Photographic Inc. and Bowes Media have developed a series of video shorts called "inside the CRC". They will have produced over 30 videos highlighting many aspects of the sport by the end of the season. These are being released at about 2 per week and will continue up to Perce Neige 2015 and beyond.

Simultaneously enhancements to Facebook, Twitter, Instagram and the CARS website releases are increasing exposure and followers.

Following is an extract from a recent Formula Photographic audience report that shows some significant growth.

## **Canadian Rally Championship - Television & Online Audience Report September 24, 2014**

### **TELEVISION**

*The Canadian Rally Championship (CRC) has a long and consistent history of broadcast television coverage, from the 1990's to today. Each season, 6 x 23min episodes are aired nationally in English and French on Canada's largest sports networks, TSN and RDS.*

#### **2013 Audience Metrics**

*Average Viewers per Episode (English TSN): ~125,000  
Average Viewers per Episode (French RDS): ~ 105,000  
Total Viewers over 6 Episodes (English & French): 1.4 Million Viewers*

#### **Guaranteed Airtime**

*CRC broadcast agreements for 2014 guarantee over double the minimum number of air dates and repeats for each CRC episode. A coinciding jump in viewer numbers is expected.*

- 6 airings of each episode on TSN (36 plays)*
- 6 airings of each episode on TSN2 (36 plays)*
- 5 airings of each episode on ESPN Classic (30 plays)*
- 3 airings of each episode on RDS in French (18 plays)*

*120 total airdates on Canadian television (compared to 56 total airdates in previous years)*

#### **International Distribution**

*The CRC has a history of being broadcast in Europe, most recently on Motors TV. Discussions are in place to expand this reach into new markets.*

#### **Video on Demand**

*Ten days after premiering on Canadian broadcast television, the CRC will be distributing each full episode online via YouTube and strategic distribution partners such as Driving Sports TV (available on Roku, Amazon, etc.) and video networks that feed mainstream media sites such as Canoe.ca and SUN Media.*

#### **Advertising & Sponsor Promotion Opportunities**

*The CRC has an inventory of 5 x 30-second commercial spots available to sponsors in each Canadian episode. These commercials can also be inserted in the online versions of the shows if the sponsor desires. The CRC is also developing creative opportunities within the show content – such as branded onboard camera segments and sponsored split time stages.*

(Entrants should be aware that these commercial airing spots are available to CRC teams, events, sponsors, communities and supplier companies as well as the traditional advertisers. Keep in mind, that the national broadcast partners require a very high standard of commercial production, including closed captioning, tape output, and CRTC compliance.)

## **SOCIAL MEDIA AUDIENCE**

<i>Social Media Account</i>	<i>Jan 1<sup>st</sup> 2014</i>	<i>Sept 24<sup>th</sup> 2014</i>
<i>Facebook</i>		
<i>Page Likes</i>	<i>2035</i>	<i>3253 (+60%)</i>
<i>Average Reach</i>	<i>961</i>	<i>4207 (+338%)</i>
<i>Average Daily Engaged Users</i>	<i>26</i>	<i>2201 (+8365%)</i>
<i>Twitter</i>		
<i>Followers</i>	<i>1592</i>	<i>2295 (+44%)</i>
<i>Instagram</i>		
<i>Followers (acct created April 11<sup>th</sup>)</i>	<i>149</i>	<i>377 (+153%)</i>

*Beginning September 22<sup>nd</sup>, Formula Photographic Inc. has subscribed to a social metric analytical service that will allow much more in-depth reporting*

## **YOUTUBE AUDIENCE**

<i>YouTube Data</i>	<i>September 24th</i>
<i>Number of videos posted to date</i>	<i>15</i>
<i>Total number of views (YouTube Only)</i>	<i>22,840</i>
<i>Total Minutes of "Inside the CRC" Content</i>	<i>27 min</i>
<i>New Subscribers</i>	<i>418</i>

*The CRC's distribution partnerships have seen the series' videos displayed on major media websites in Canada and worldwide, including SUN Media, Canoe.ca, Fox Sports, and many websites (Jalopnik, Speedhunters, NASIOC). The shows are available on many web enabled devices and TV's (Roku, etc) through partnership with Driving Sports TV. Viewership numbers from these extended networks are pending.*

## **CARS Next Steps**

As part of the continued changes and enhancements that we're undertaking in an effort to increase sponsorship support of the CRC, because of the huge workload on our one-man marketing department and the need to support this increased workload, we are moving to a different marketing management model.

This will include engaging Warwick Patterson of Formula Photographic Inc. as a CARS and CRC promoter, as well as spreading CARS workload across a sponsorship committee and breaking out the pure communications role.

Effective immediately CARS will separate the marketing effort into its components and establish the following.

1. A sponsorship Committee
2. Utilize a Primary Promoter
3. Have a separate Communications and Media function

The Sponsorship Committee that will include:

1. The CARS President. (John Hall)
2. The CRC series Manager. (Terry Epp)
3. The Communications and Media Coordinator. (TBD)
4. The CARS Treasurer. (ad-hoc) (Martin Burnley)
5. The Promoter. (ad-hoc) (Warwick Patterson)

The sponsorship committee will:

1. Oversee the CARS/Promoter relationship.
2. Manage CARS Commercial and Property rights.
3. Establish goals and targets.
4. Assess value and appropriateness of potential sponsorship relationships.
5. Provide the CARS representative in any sponsorship negotiations and contracts.

The Primary Promoter will:

1. Market CARS and the CRC.
2. Broker sponsorship relationships between potential sponsors and CARS.
3. Sell media and advertising.
4. Co-ordinate other independent sales/marketing people that have sponsorship or sales contacts that support our overall objectives.

The Communications & Media Coordinator will:

1. Work with the media production company monitoring quality and timeliness of deliverables.
2. Be the CARS spokesperson.
3. Manage, Monitor, Direct CARS;
  - a. Media accreditation process.
  - b. Website functionality and content
  - c. Social media activity
  - d. Press releases
  - e. Emergency Management

The investments we have made in media coverage are helping the CRC commercial value increase significantly, to a point where we are outgrowing our ability to manage the workload with our current marketing structure. This is a good problem to have and

recognizing this with Keith Morison's assistance has been key in getting ahead of the issue.

With our new marketing structure combined with the media success we are having, it should stand CARS in good stead to attract new interest and support to the sport at all levels. From grass roots rally cross, TSD and Stage Rally participation through to new sponsorship agreements that can help us continue to secure & grow Rallysport in Canada.

We are looking forward to continued support from our long time sponsors Subaru Canada and Yokohama Tire Canada. We will work hard to grow this base and continue the history of exciting rallying in Canada.

If you would like to participate in helping our sport progress, if you know a corporation that might want to sponsor some part of the CARS offering or advertise with us please contact one of the sponsorship committee.

John Hall  
President  
Canadian Association of Rallysport