

CASE STUDY

Chariots of THunder: Darwin Speedway Campaign

Client: Darwin Speedway

Challenge: Reposition the speedway as a family night out without losing its appeal as a thrilling Motorsport.

Darwin Speedway is a not-for-profit sporting organisation committed to the staging and promotion of a range of speedway events in Darwin.

Once a fortnight they were putting on a motorsporting spectacle and each fortnight the same 1000 people turned up to watch. Our challenge was to help them increase spectator numbers.

Our research found that the Speedway had been promoting to an audience that was not interested. In response we led a rebrand of the Sprintcar series, *Chariots of Thunder*, then focused the marketing in a new direction.

Through creative repositioning and targeted communication strategies, the Speedway saw a 15% increase in family attendance and increased patronage from 1000 spectators in June to 4000 for the season finale.

The campaign earned Creative Territory both a national and state PRIA Golden Target Award for a Pro Bono Campaign.




THUNDER POWER, LIGHTNING SPEED!

CHARIOTS OF THUNDER
NT vs AUSTRALIA SPRINTCAR SERIES

The heroes of the ring are gathering at the Northline Speedway to battle it out for the title of Supreme Sprintcar Gladiator. The cars roar action tomorrow night. Pack the ecky and bring the whole family for a great night's entertainment.

(No glass please!)

Gates open 4.00pm.

gold sponsors: MARSHALL LETHBRIDGE, ACCESS CAPITAL, WESTERN DIESEL (TRUCK, TRACTOR AND EQUIPMENT SPECIALISTS)

silver sponsors: AON, NTI, Hastings Clearing, CMA Metals

Northline Speedway sponsors: Ostojic Transport, Shannons Insurance, Coopers, Top End Hire