

# MARKETING

Communications and campaign planning

MDG works collectively with our clients to develop blue sky communications plans, and then actively draw out relevant content on a scheduled basis along with reactive messaging.

We continue to do this with the likes of AGPC, Shell V Power Racing Team, Motorsport Superstore and Walkinshaw Performance.

**Result:** Successfully rolled out reactive messaging with Shell V-Power Racing and gained higher traction based on content, channel delivery and timings towards a receptive and captivated audience.

“Motorsport Distributors Group understands the commercial needs of our team and sponsors and works closely with us to achieve desired results collectively”



[shop.djrteam](http://shop.djrteam.com)



- Chris Wilson, Commercial Manager  
DJR Team Penske Shell V-Power Racing Team



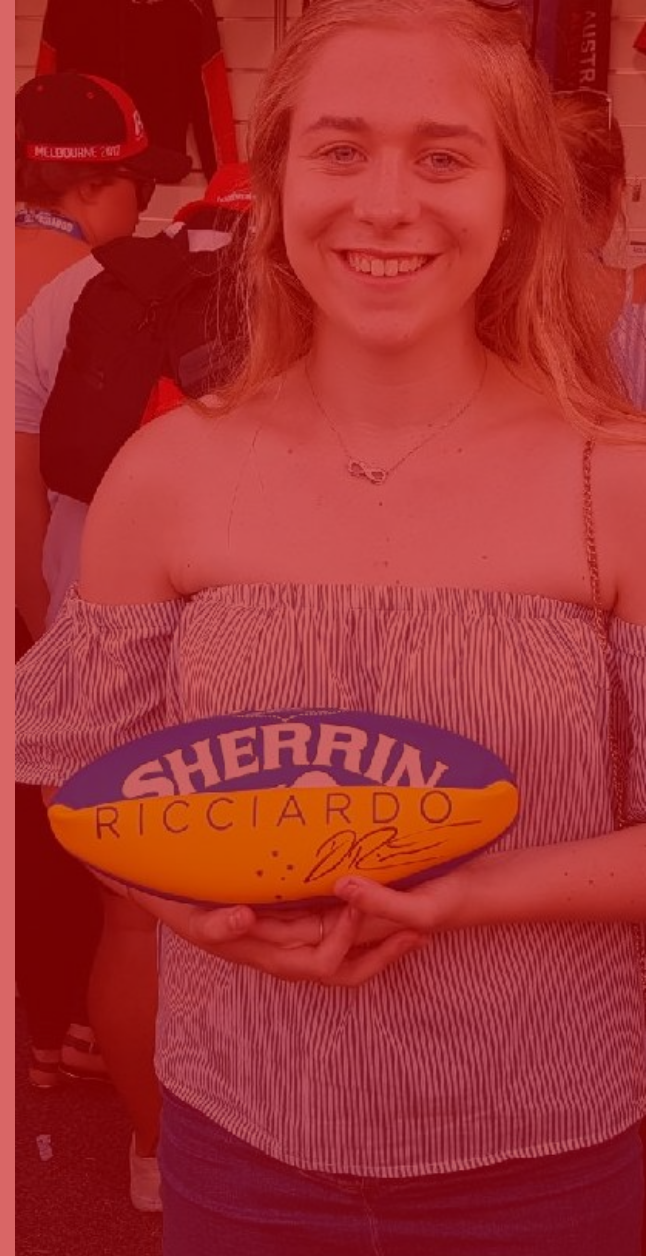
# MARKETING

## Data Capture

MDG has developed an algorithm for event data capture that is available for our clients. This includes communication methods via SMS and email, generation of unique identifier codes, an algorithm that automatically selects winners meeting a certain criteria and a system that allows for 2nd and 3rd chance draws.

We have an existing template that can be re-skinned to the clients brand and call to action. MDG will work with the client to develop a marketing campaign around the data capture to assist with collecting data for future promotional use.

**Result:** Successfully rolled out data capture campaigns across the Australian Moto GP, Australian Formula 1 and trackside at a number of 2016 and 2017 Supercar events. MDG also now offers this technology for many Supercars teams as trackside data capture. We work with our clients to develop “Money can’t buy” offers to incentivise customer registrations.



# MARKETING

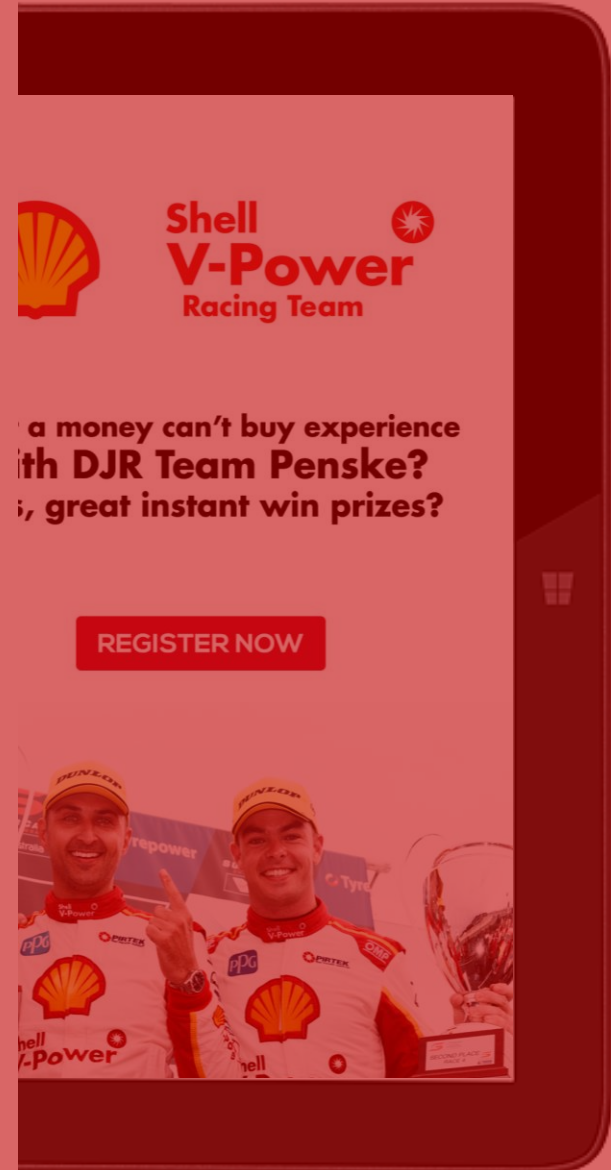
Promotions, competitions and activating at track

MDG have run a number of initiatives across the likes of MotoGP, Supercars and Formula One.

We work closely with our clients to design a way to utilise merchandise to help activate for their partners at events or grow customer databases with data capture initiatives using instant prizes or money cant buy experiences.

**Shell V-Power Racing Team:** MDG have developed a bespoke tablet application where customers can register their details to go into the running to win a garage tour. There are also instant prizes that are drawn hourly. MDG built the mechanics and algorithm that automatically selects a winner based on any set criteria.

**Result:** Growing client database at every event.



# MARKETING

## Online re-targeting

MDG offer our customers web re-targeting services to assist in final push through and online purchases through the online stores designed, developed and managed by us.

MDG work with our clients to design specific media containing relevant messages and call to action to drive sales and keep products front of mind. MDG manages the design and roll out re-targeting campaigns over a promotional period as agreed with the client.

**Result:** Successfully convert abandoned carts/unique visitors into sales.



**2017  
RIDERS RANGE  
PRE-ORDER NOW!**

**VIEW RANGE**

[WWW.MOTOGPSTORE.COM.AU](http://WWW.MOTOGPSTORE.COM.AU)