

MERCHANDISE

Bespoke branded gift boxes

MDG worked with Walkinshaw Performance to create an appreciation gift pack. With high valued customers, it was important offer a premium cost effective gift post purchase to demonstrate customer appreciation after a high performance car modification.

MDG designed and developed a customer post appreciation pack, from concept to sample to finished production kit. The pack needed to create a wow factor finished in high quality matt packaging. Content included limited edition brass coin, WP cap, WP quality pen and WP keyring. The customer key fob is strategically placed in the appreciation pack. The Pack is presented to customer when their vehicle is ready for collection.

Results: Delivering above and beyond expectation, MDG produced high quality and impeccably presented corporate gift boxes. Very well received, customers were happy and have become brand evangelists.

“Seamless service”



- Richard Jong, Product Manager
Walkinshaw Performance



MERCHANDISE

2016 & 2017 Formula 1 Australian Grand Prix Merchandise

MDG was appointed to design, manufacture and retail the Formula 1 official event merchandise in 2016 and 2017.

Following a strict approval process which included AGPC and Formula One Management, MDG developed a range of 126 SKUS spanning over 3 event labels: Official Event, Albert Park and Australian Grand Prix. Each range included apparel, headwear and accessories.

MDG developed and managed the online webstore for the Australian Grand Prix, vertically rolled out 19 official event merchandise and team outlets at track, grew wholesale program – speciality retail, mass market and worked closely with AGPC to develop pre, during and post event communications and promotions.

Results: Overall, both MDG and AGPC learned a great deal about the process and forged a great relationship. Understanding on how to successfully create a range tailored for the target audience. MDG has managed to grow program by 18%



MERCHANDISE

Corporate co-branded range

MDG facilitated a range of corporate co-branding opportunities during the 2016 and 2017 Formula One Australian Grand Prix. MDG managed the communications, order process through online forms, collation and distribution.

MDG also worked with international partner, Mercedes Petronas AMG, to co-brand Mercedes Petronas AMG merchandise for Alliance corporate guests over the Australian Grand Prix weekend.

Results: Initially adopted by Unilever and then Shannons, Coates Hire and Mimecast, this is a growing opportunity for MDG and the Australian Grand Prix corporation as more corporate partners invest in bringing the event even closer to their staff and customers by way of making them feel a part of the spectacle with an exclusive co-branded range.

MD GROUP

YEAR: 2017

GIVEN DATE:



1

AUSTRALIAN
GRAND PRIX
CORPORATION



MERCHANDISE

Bespoke co-branded opportunities

In 2016 and 2017 MDG provided a bespoke opportunity to have selected items co-branded for GP Travel as a package inclusion for their customers.

Results: Working together with a budget set per head, MDG provided GP Travel with merchandise options they were to have co-branded at time of manufacture, for them to use as value adds for their customers. In 2016 MDG developed a co-branded backpack and can coolers to be available for the Australian MotoGP. The success of the backpacks led for them to be requested again at the 2017 Formula One Australian Grand Prix where by GP Travel members were the only ones to have this particular backpack.



MERCHANDISE

Product development/novelty items

The Shoey is the collective brain child between two industry experts. The opportunity to leverage the phenomenon started by Jack Miller and amplified by Daniel Ricciardo was too much of an initiative not to action.

Results: Speedy design and approvals meant MDG were able to produce what is now known as the 'Shoey' which made global headlines NBC, ABC, NEWS.COM as everybody tried to purchase one. The success of the shoey continued well after the 2017 Formula One Australian Grand Prix with more and more pre-orders being made every day for this very much in demand novelty item!

