

REPCO

Brief

Repco wanted to own a regional radio property to target the V8 Supercars market (which a main competitor had large market share). The aim of the dedicated integration was to drive store traffic in selected regional stores encouraging purchase.



Station

40 Southern Cross Austereo stations nationally

Campaign type

Promotion

Promotion timeframe

4 weeks

Target market

25-39years, 40-54 years

Campaign Objectives

Attack competitors in the automotive field, driving sales in key regional areas while also highlighting alignment between Repco and the Bathurst 1000 event.

Insights and Solution

Southern Cross Austereo addressed the brief via a network drive platform which talked directly to the target market, as the network took talent and listeners on the road to drive in-store traffic for Repco. 'The Bathurst Bandwagon' activation offered national exposure for the Repco brand, targeting key regional stores as well as aligning to an event relevant to the target demographic.

The integrated campaign consisted of an on-air activation, which encouraged listeners to enter for the chance to travel to the Bathurst 1000 event. This on-air support was leveraged by a week of on-the ground executions, which saw a team of 4 listeners embark on journey with the network talent from the Gold Coast to Bathurst, executing challenges along the way at Repco stores. The five day road trip was executed in a Repco branded motor home with stopovers at five stores promoting Repco price points, features and in-store promotions. These radio activations were also supported by TV activity on Southern Cross Ten.

Results

The Bathurst Bandwagon resulted in Repco significantly increasing share of voice, store traffic and sales over the Bathurst racing season. The 5 Repco stores involved in the promotion achieved an amazing 40% growth in sales over the live broadcast days. The campaign also resulted in sales increases for surrounding stores in the region.

"The activities were well executed and we were equally impressed with the clever scripts for the live announcements, promotional commercials and competition solicits that the team had contributed to the entire campaign. We look forward to another innovative project with the network in the near future."

Retail Marketing Manager, Repco