

MARKETING FOR MOTORSPORT COMPETITORS



BOOK 2 BRAND BUILDING



INTRODUCTION

A brand is an element such as a name, logo, slogan or design that is owned by a company, product, service, person or organisation. If well planned and used it becomes recognisable by more and more people.

Brand associations and perceptions may be intentional (the carefully crafted elements mentioned above) or unintentional (trusted or not, exciting or boring, reliable or unreliable – whatever attributes people decide are appropriate to that company, person or product through interaction or experience of it/them).

The basic principle for you as individual competitors or as members of a team is that you should be clear about what you look like, how you behave and what you stand for **always**. That is how you build a brand.

This is the second in the series of booklets designed to assist you with your marketing efforts. We hope you'll find the information useful. Please provide us with feedback and look out for the next one, which is **Promoting Yourself**.

All the best,



Adrian Scholtz
CEO - Motorsport South Africa



BRAND PLAN

Plan a 'look and feel' for everything so that it is immediately recognisable as yours. It could be a:

- Logo
- Style
- Font
- Colour scheme
- Pattern
- Way of signing your posters
- An action, or
- A combination of these.



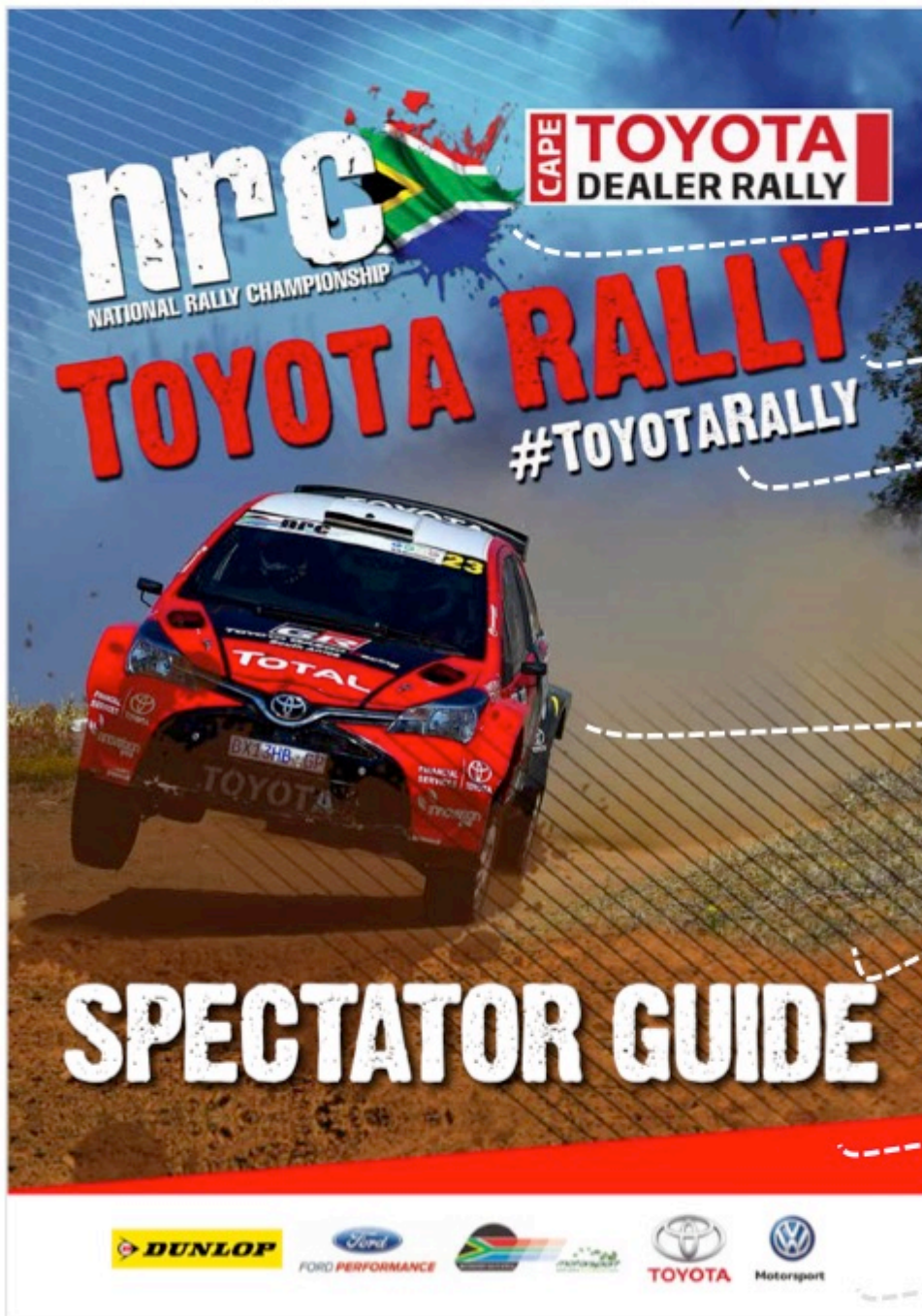
As long as there is a common element or 'golden thread' or an element that runs through everything, making it clear that it's all yours

There are examples on the next few pages.



Collateral Look & Feel

Though not specifically a competitor document, this is an example of printed material taken from last year's national rally championship.



SIGNATURE ELEMENTS
used for the year:

NRC splash logo

Consistent fonts for
all printed material

Hashtag for every event

A car selected for each
event – to tie in with
sponsor and event
colour scheme

Lined effect

Colour scheme per
event

Sponsor strip on EVERY
piece of printed material

If you are concerned that spectator guides and event flyers are not be relevant to you as a competitor, bear in mind that anything you create – such as posters, stickers, signature cards, flags, banners etc should make use of the same principles to keep things consistent.





FRIDAY 15 JULY

13h45 Official start at VW Auto Pavilion, Uitenhage
18h00 Special stage at BAYWEST Shopping Centre

SATURDAY 16 JULY

06h45 Restart of rally at BAYWEST Shopping Centre
15h25 End of rally at PE Oval Track
16h15 Podium and champagne spray at PE Oval Track

GO TO

sarallying.co.za
and Facebook for
more information



SECUNDA RALLY

Bulletin PROMMAC De Strydom Secunda Toyota tsebo
Trichardt Bottlestore | Chabo Joubert Aircons | Modern | Bethal Signs Sanitech | Builders Warehouse | MCR

THURSDAY 19 MAY

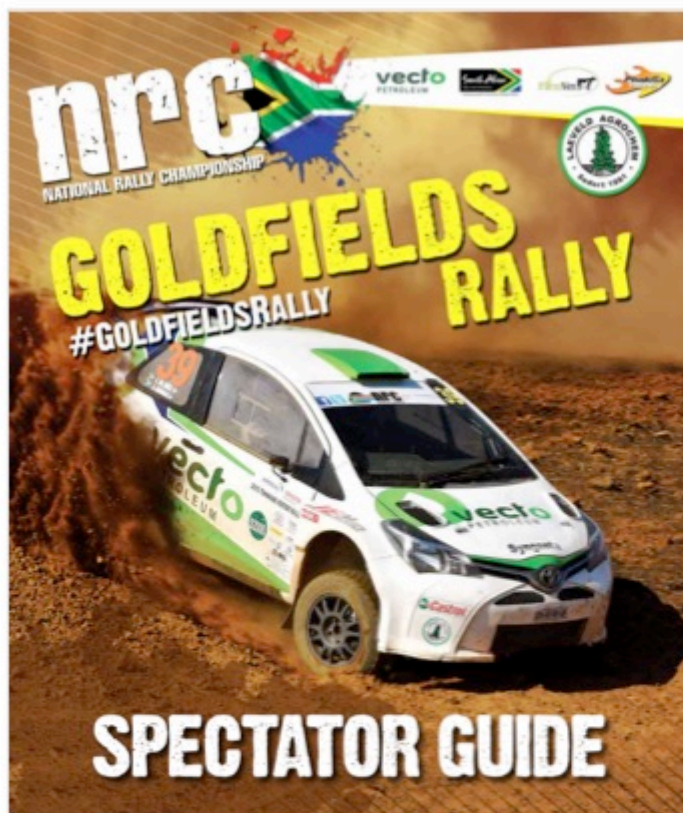
SCRUTINEERING PARTY AT SECUNDA TOYOTA 18H00 – 21H00
Meet the drivers and navigators, participate in a Q&A session with Leeroy Poulter and Giniel de Villiers, take photos, collect autographs and enjoy a fun-filled evening. Food and refreshments on sale.

FRIDAY 20 MAY

Catch the start at Lake Umuzi Waterfront (15H00) and then move to Graceland Hotel Casino & Country Club for an action packed evening at the Annual Wieseleskou (R20 donation per car at the Graceland entrance). Drifting, exhibition, beer tent, food stalls, kid zone, a 'pit walk', interaction with the Rally drivers and navigators and two runs of a super-exciting tar stage in the car park (at 18H00).

SATURDAY 21 MAY

The day starts at Umuzi at 07h00 and heads out to 9 gravel stages, returning throughout the day for service breaks and ending back at Umuzi Waterfront for the podium at 10H00. Prize giving and a spritzfest takes place at 17h00 – all are welcome. Tickets on sale at R75 per head.

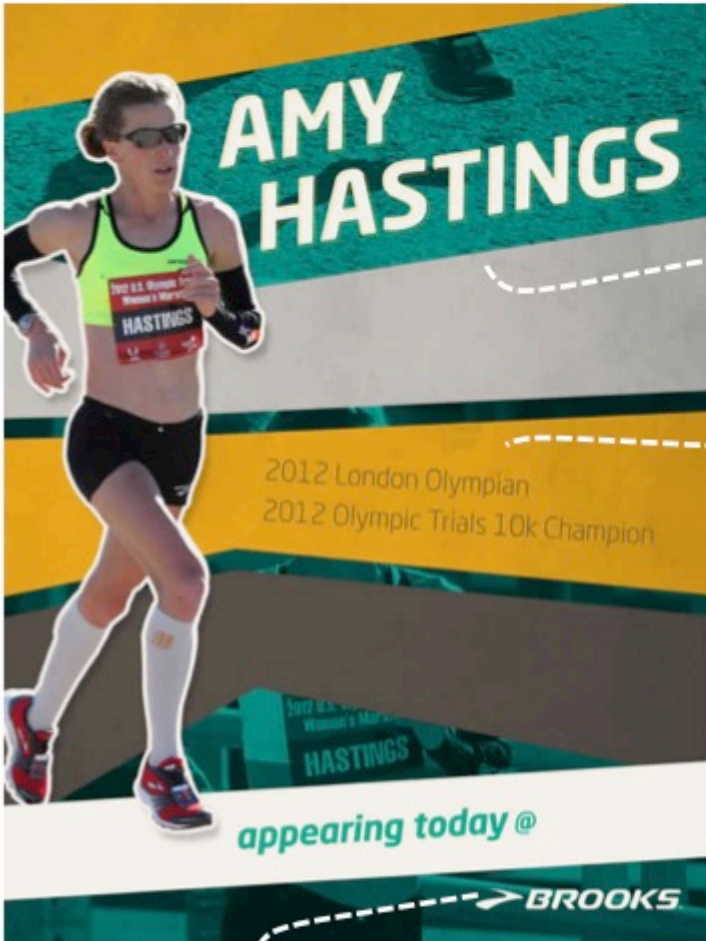


Top and bottom left: Spectator Guide covers
Top right: Flyer
Bottom right: Web banner



A consistent approach is key

Signature Poster Ideas



Give your name or team name prominence.

Here the athlete has listed her achievements. You can do the same or maybe you can add event dates – to encourage your fans to attend more rounds.



Always, always include your sponsor name/s.
You should create a standard sponsor strip that goes onto all of your collateral.

It's useful to have white space for your signature and it can look so good if you build it into the design.

We've mentioned colours and effects. The red, blue and white beams or 'splashes' on this poster could become a signature look on all printed material, page headers, social media covers etc





It's really clever to have an action shot as well as a pic of you without your helmet. People tend to know you in your car or on your bike, make sure they can recognise you when you're not 'attached' to your vehicle!

He may be known well enough not to include his name, sponsors etc on his poster but not everyone is that lucky.



It's important to acknowledge your sponsors if you'd like to look after the relationship.



The design elements you use should carry through onto all platforms and all collateral, including:

- Clothing
- Vehicle (car, bike, bakkie etc)
- Support vehicles
- Pits (gazebos, ground cover etc)
- Web site
- Social media
 - Profile pics
 - Cover pics
 - Posts
- Printed material
 - Posters
 - Signature cards
 - Banner
 - Flags
 - Stickers etc



Toyota leaving for Dakar and there is no doubt this is a team – same shirts, shorts and even shoes!

And the branding carries through to their pit set-up as well!



Whilst your 'physical brand' is really important and helps with immediate recognition, it is really critical to understand that, as an athlete, **you are the brand**.

This means that everything you say and do either adds value to your brand or detracts from it. This includes:

- What you say
- How you say it
- What you do
- How you do it – or behave
- The jokes you tell
- The people you hang out with
- The content and pictures you post on Social Media

There's an old saying "Think before you ink". These days with cameras at the ready, video so easy to capture and platforms for sharing anything and everything, it's not just what you write that has to be thought through. You have to take care of everything you do and say.

Something to consider once you're comfortable that you have all of the above in order and that is finding ways to make sure you stand out. If you visit a Vida Café, they sing while they work and all chant "Thank you" or "Obrigado" when you tip them. Olympic champion Mo Farah makes an "M" with his arms over his head after each race and it's become a signature move. Usain Bolt points to the sky with both arms like a lightning bolt.



There's no harm in finding a signature 'move' of your own
– anything to stand out from the crowd.



Other booklets in the series:

- Back to Basics
- Promotions
- Social Media
- Reporting and Feedback
- Wrapping it all up

If you have any comments or queries, please contact:

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