

Speed Raceway

Background

Speed Raceway is an indoor electric go karting, axe throwing, and arcades facility with locations in the suburbs and the city in Greater Philadelphia.

Objective

Increase In-Store, Promotional or Special Event Sales:

Coming out of the pandemic, Speed Raceway knew it needed to make up for lost time and have a strong 2021. The challenge was creating a campaign that generated enough awareness with an 18+ audience and, especially, males 13-35.

Strategy

To maximize reach, Speed Raceway developed a strategy that allowed them to take advantage of various locations throughout the DMA. They created 10 static rotary units that rotated every four weeks.

Plan Details

Market: Greater Philadelphia, PA

Flight Dates: January 2021 - December 2021

OOH Formats: Static Bulletins

Target Audience: 18+ with a secondary focus on males 13-35

Target Audience Reach: 22.2%

Target Audience Frequency: 10.4

Budget: \$10,000 or more

Results

The campaign generated a 20% increase in year-over-year sales, which led to the highest revenue year ever.

