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.