

## RPM Raceway

### Background

Known for providing an exhilarating and memorable racing experience, RPM Raceway aspired to drive new and recurring guests to their all-electric indoor go-kart and entertainment destinations. RPM specifically wanted to capture the attention of potential riders in the tri-state area of New Jersey, Connecticut, and Long Island, New York.

### Objective

**Increase In-Store, Promotional or Special Event Sales.**

Looking to build brand awareness in New York City and drive new and recurring traffic to their location in the TriState area, RPM launched a multifaceted OOH campaign.

### Strategy

To determine which OOH media locations to leverage, RPM analyzed their existing and prospective customer data, such as residential zip codes and ticket purchasing dates. From there, RPM launched campaigns targeting locations where existing customers resided and areas that they deemed had potential to draw in new customers. RPM used digital and static boards on the highway and placed them in high-traffic areas based on customer driving patterns and geographic density. For brand awareness in New York City, RPM used digital and static transit assets and placed them within RPM's target locations.

### Plan Details

**Market:** Tri-state area of New Jersey, Connecticut, and Long Island, New York

**Target Audience:** Working adults ages 25-45

**OOH Formats:** Digital Billboards, Static Billboards, and Transit

**Target Campaign Impressions:** 97,225,126

**Target Campaign Reach:** 21.56%

**Target Campaign Frequency:** 10.5

**Budget:** Under \$10,000

### Results

With their 2022 OOH campaign, RPM generated record-breaking results. In 2022, RPM had its highest revenue year, highest social media engagements, highest website traffic, and highest store visitations to date. RPM also attributed 12% of new customer traffic to OOH.

