



TESTIMONIAL



# Memphis Motorsports Park

## "Gentlemen, Start Your Outdoor Campaign..."

### THE PROBLEM:

Memphis Motorsports Park is a multi-track facility located in Millington, TN. Renovation and expansion of the facility is ongoing. This means that there is a tremendous need to fill more seats. The park has dated events such as, The Craftsman Truck Series and the Sam's Town NASCAR Busch Series race, that needed to be promoted to the Memphis market area. The objective was to reach a target audience of males ages 18-34 in order to make the Motorsports Park fans aware of upcoming events. More importantly the park wanted to encourage other Memphians to attend the events in order to fill the new seats that had been added to the racetrack. The research proved that Memphians were spending more time on the road due to the growth of the suburbs outside of the Memphis city limits. With that in mind, an Outdoor advertising campaign was planned to efficiently and effectively reach the Memphis market.

### THE PLAN:

The strategy was to deliver the message through an Outdoor presence in high traffic areas throughout the city. This would ensure the most impressions for a conservative budget. The spring event plan included four permanent bulletins for two months prior to the event. The fall event plan included a combination of six rotary and permanent bulletins three months prior to the event. The rotary bulletins were selected in order to deliver a high frequency at each location. The permanent bulletins were to build reach of the target demo. The message needed to provide the potential visitor with the race information and also follow dictates of logo requirements.

### THE RESULTS:

The campaign met and exceeded the objectives outlined by the client. Memphis Motorsports Park has enjoyed more success in the past three years than in its 16-year history. Over one million people have visited the facility over the past three years. Outdoor was the primary source for getting the message in front of the Memphis consumers.

### CUSTOMER SAID:

"In the entertainment business there are several factors that cannot be controlled and uncertainties that arise from time to time. But one thing that we can be certain of is that if we have an event to promote, we are going to turn to Clear Channel Outdoor. They have proven to Memphis Motorsports Park that they are effective. One look at our success over the past three years, and it should prove just how effective outdoor advertising can be, especially when it is with Clear Channel Outdoor."

Rob Stallins  
Director of Public Relations/Advertising  
Memphis Motorsports Park

Visit our web site: [clearchanneloutdoor.com](http://clearchanneloutdoor.com)

"The Choice is Clear!"

