

 **WHITELINE**



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# WHITELINE TARMAC RALLYSPRINT SERIES

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**MEDIA  
REPORT**



The approach taken by the media team (OHM Productions) was to maximise promotion of the event partners, whilst at the same time promoting the event and passing on information to competitors and interested parties.

Several platforms were used including Facebook, Instagram, YouTube and TikTok. The predominant platform was Facebook and this was chosen due to the age of the participants.

Daily videos were posted as Stories on Facebook and Instagram, with TikTok being used occasionally to drive additional engagement. Static posts were also used extensively with pictograms added to attract attention. All Pictograms were themed and were also branded with Partner logos.

The videos produced from each round would include two highlights videos and four feature stories, focussing on people and their cars. Wherever possible, the feature stories would be chosen based on an interesting car, personality or story.

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# MEDIA APPROACH

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# **5 ROUNDS**

Round 1 - Thursday 13th October 2022

Round 2 - Tuesday 8th November 2022

Round 3 - Thursday 15th December 2022

Round 4 - Thursday 9th February 2023

Round 5 - Thursday 16th March 2023

# **387 TEAMS**

Round 1 - 80 teams

Round 2 - 97 teams

Round 3 - 86 teams

Round 4 - 53 teams

Round 5 - 71 teams



# SOCIAL MEDIA

30 individual creative Pictogram assets

over 300 posts on multiple platforms

Stories Reels Posts Videos Shorts

Facebook Instagram Tik Tok Youtube



# WHITELINE





# WHITELINE

# GFB

GO FAST



## SHANNONS INSURANCE

## Halte

### MOTOR RACING

### TIM

### TRACKSCHOOL

### UFE

dba GFB

Drivers Briefing Notes at at Nov 2022

IMPORTANT: These briefing notes are for the drivers only. Do not share these notes with anyone else.

1. Read these briefing notes carefully before the start of the race.

2. Listen to the instructions of the race officials.

3. Do not drink alcohol before the race.

4. Do not use drugs or medication that may affect your performance.

5. Do not use mobile phones while driving.

6. Do not use headphones while driving.

7. Do not use any other electronic devices while driving.

8. Do not use any other equipment that may be dangerous to yourself or others.

9. Do not use any other equipment that may be illegal.

10. Do not use any other equipment that may be prohibited.

11. Do not use any other equipment that may be restricted.

12. Do not use any other equipment that may be controlled.

13. Do not use any other equipment that may be regulated.

14. Do not use any other equipment that may be supervised.

15. Do not use any other equipment that may be monitored.

16. Do not use any other equipment that may be recorded.

17. Do not use any other equipment that may be stored.

18. Do not use any other equipment that may be transmitted.

19. Do not use any other equipment that may be received.

20. Do not use any other equipment that may be processed.

21. Do not use any other equipment that may be managed.

22. Do not use any other equipment that may be configured.

23. Do not use any other equipment that may be installed.

24. Do not use any other equipment that may be removed.

25. Do not use any other equipment that may be replaced.

26. Do not use any other equipment that may be updated.

27. Do not use any other equipment that may be deleted.

28. Do not use any other equipment that may be created.

29. Do not use any other equipment that may be destroyed.

30. Do not use any other equipment that may be accessed.

31. Do not use any other equipment that may be executed.

32. Do not use any other equipment that may be terminated.

33. Do not use any other equipment that may be restarted.

34. Do not use any other equipment that may be paused.

35. Do not use any other equipment that may be resumed.

36. Do not use any other equipment that may be stopped.

37. Do not use any other equipment that may be started.

38. Do not use any other equipment that may be stopped.

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50. Do not use any other equipment that may be stopped.



# WHITELINE

# SOCIAL MEDIA POSTS

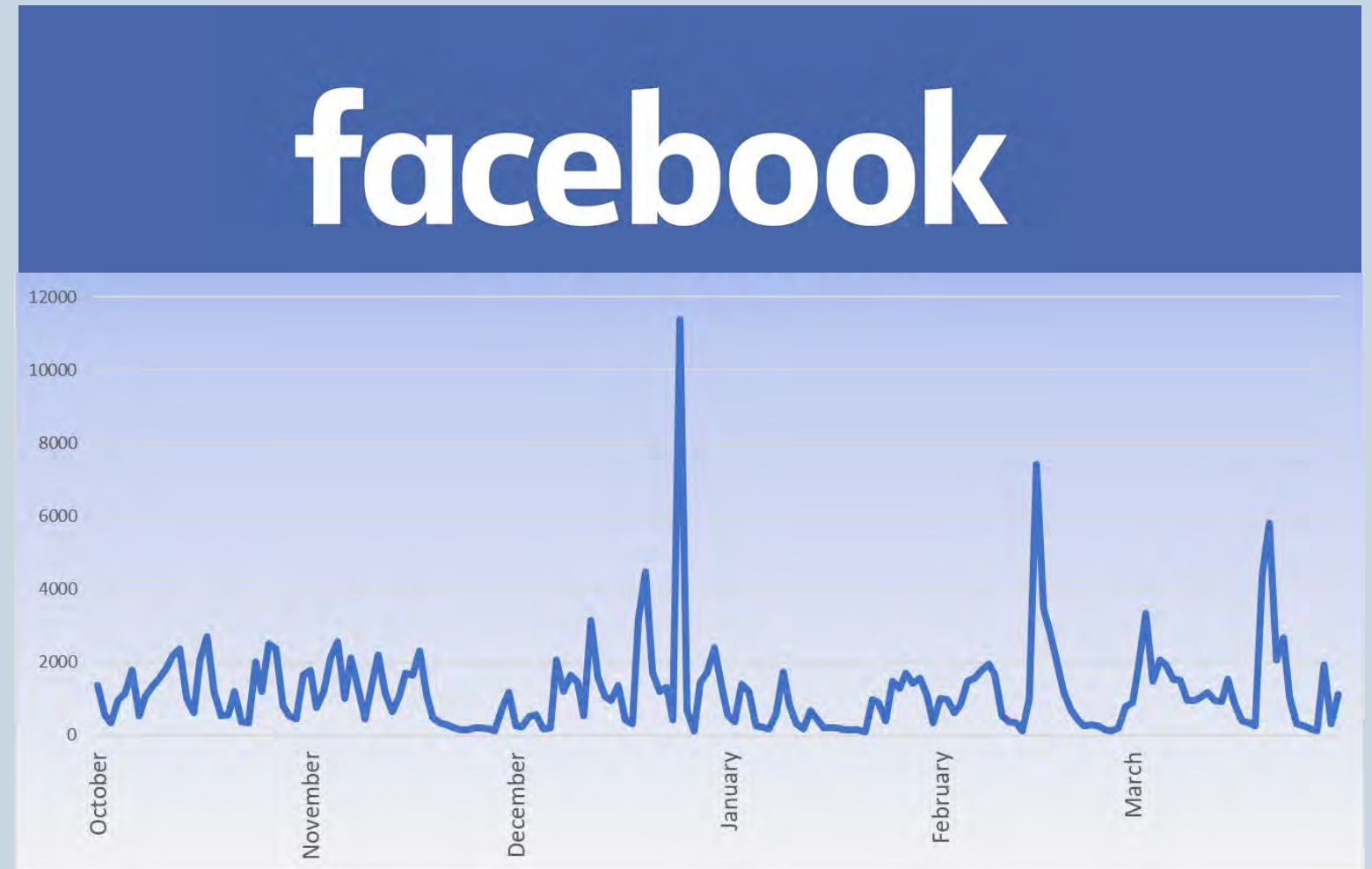
- Posts incorporated partner logos
- Posts included Wheline branding
- Posts highlighted partner tags
- Posts linked to website



# POST REACH



**220,000**  
reach between  
October 2022  
and March 2023



**15,000**  
reach between  
October 2022  
and March 2023





# PARTNER VIDEOS

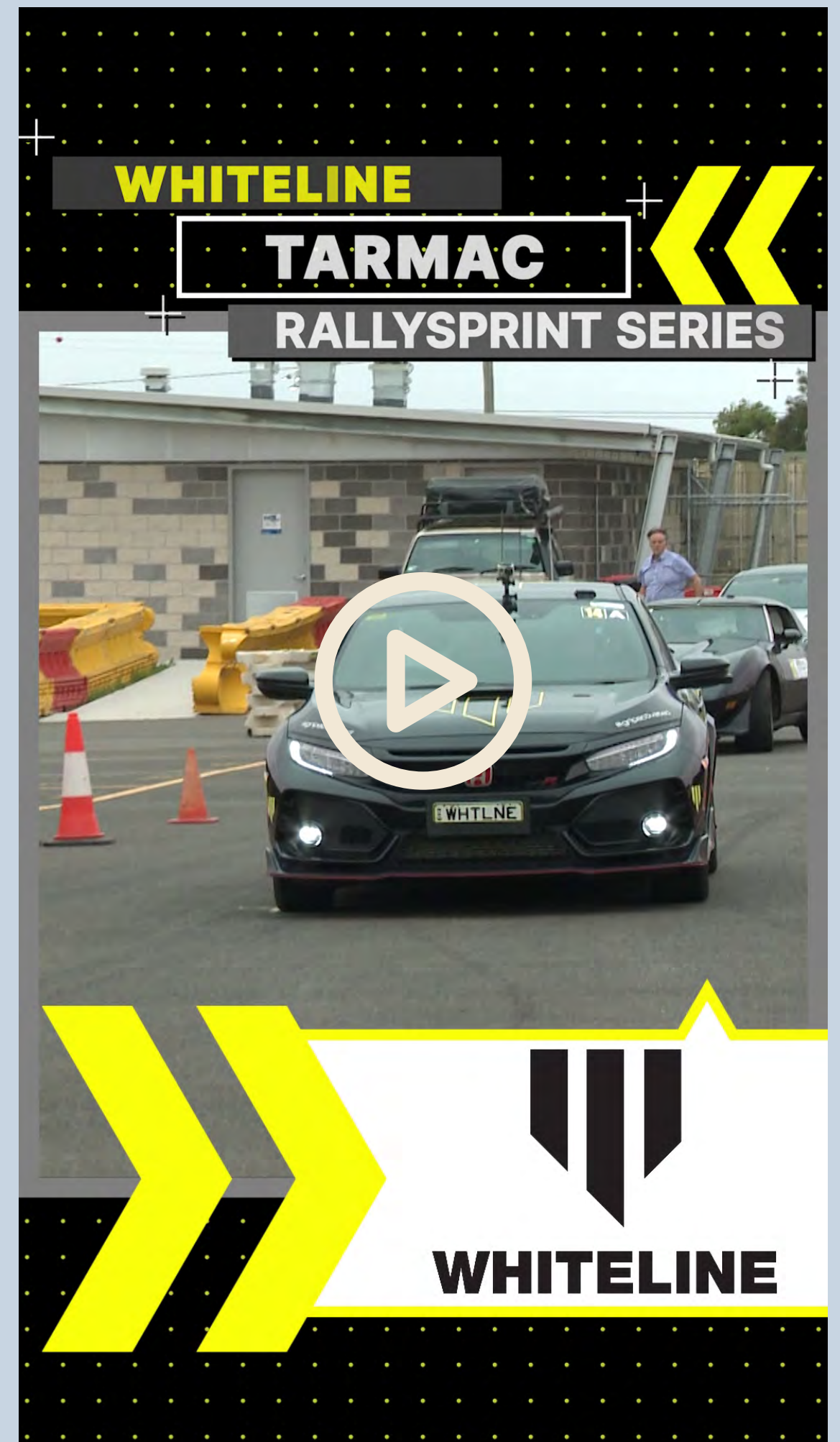
REELS  
STORIES  
TIK TOK

8 Major Partner Videos produced  
15 Second Duration

Used as Facebook/Instagram Stories

Added as FB/Insta Reels

Loaded every day for 7 months





b.com.au

RFB

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www.rfb.com.au

RFB  
GO FAST BITS

2TIR T2A7

RFB  
ZAP  
au

Master

WHITELINE



# EVENT VIDEOS



25 Official Videos produced over the 5 Rounds



10,200 YouTube Views

14,000 Facebook Views

Additional customer competitor packages were produced for specific customers who purchased a video package.



# WHITELINE



# VIDEOS COMPONENTS

Graphical Intro Sequence with Major Partner Logos at beginning of each video.

Graphical End Screen at the conclusion of each video running for 20 seconds.

Lower Third name straps with Major Partner logos incorporated



# PHOTOGRAPHY

20 Different  
Photographers  
over the 5 Rounds

2800 official  
photographs  
taken by

 roy meuronen  
photography

Hi-res photos available for sale and lo-res  
photos loaded to NSSCC Facebook Page with  
event logos





# WHITELINE





This report was produced by  
OHM Productions for NSSCC.