

WHITELINE TARMAC RALLYSPRINT SERIES

Media Report

APRIL 26

North Shore Sporting Car Club

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Overview

The 2018/2019 Whiteline Tarmac Rallysprint was a great success with each of the five rounds attracting full or close to full fields. There was a total of 433 entries received over the five rounds with an average of 87 competitors per event!

There is no doubt that the event is one of the most popular and favourite events for competitors in Sydney. There are many drivers and co-drivers who also travel from the Blue Mountains, Central Coast, Canberra, Victoria and other towns to compete.

The event is promoted as family friendly and relaxed, and whilst competition between teams is extremely hard fought, the comradery in the Service Park reflects the good natured and fun environment that is part of the North Shore Sporting Car Club (NSSCC) ethos for this event.

NSSCC strive to ensure its customers (the competitors and their teams), get good value for money, unrivalled customer service, a great rallying experience and most of all have a bucket load of fun at each event.

The support of the commercial partners is also a contributing factor to the success of the series, allowing the video media coverage to be provided to further promote the competitors, event and partners. Drivers and Co-drivers love to see themselves in the videos and these events have some of the best video coverage in the country.



Mark Newman, co-driving in the Mazda RX7, was the series co-driver winner. Photo: David Oliver (DOPHOTO)

Partners

For the 2018/19 Series, Whiteline was again the naming rights partner and their contribution to the event has been extremely valuable.

The Gold Partners were GFB, Sullivans, Premier Pools, DBA, Shannons Insurance and joining us this season was N-Performance.

The Silver Partners for the 2018/19 season are shown below.



Each Partner has the opportunity to contribute to and benefit from the Rallysprint. Partners can setup a stand or display, sell and/or promote their products, talk with customers and potential customers, get feedback on partner product performance and each Partners logo is included in each and every video produced for the event.

Video Benefits

The North Shore Sporting Car Club wanted to ensure the ongoing success of the Whiteline Tarmac Rallysprint Series well into the future. With this in mind, they sought to look for a platform to promote and document and tell the stories of each round. With this objective in mind, the club decided to use video as the main promotion tool.

NSSCC engaged OHM Productions to produce video stories from each round. The brief was simple: Produce high quality content that covers both the general excitement of the sport, and overview of the winners and also video stories that focusses on individuals from each round.

Therefore, from each round of the series, we see general highlights videos and specific stories about a team, driver or car. Some of the stories told from this year's series includes:

- The rare Capri V8 Parana built by Phil Limbert and Brian Ford;
- Junior Master Class - Drivers being coached by Rally Champion Brendan Reeves;
- Legend driver Wayne Bell and his involvement with the first Hyundai Rally Team;
- The Aussie Driver Search try out Rallying;
- Peter Dimmock's immaculately prepared Datsun 240Z;
- The WRC Toyota Corolla built by Darryl Bush;
- A fast Forester – Driven by Sam Hadley at his first tarmac Rallysprint; plus
- Many other interesting motorsport stories (see full list and links below).

Partners are encouraged to share all videos, with some partners setting up video cross-posting to improve engagement (see below). Each video features partner logos and branding.



The final round of the series saw some challenging weather. Photo Sam Law

Partner Video Use/Branding

Each of the 29 videos currently produced is available for partner use. The following options have been provided for partners:

- Sharing from the NSSCC page on Facebook to the Partners Page;
- Cross Posting on the Partners Facebook Page (utilised by some partners)
- Embedding videos (from YouTube) in partner websites, e-newsletters and mailouts; and
- A Partner branded exclusive video, re-edited from an existing published video (allowing partners to have exclusive logos throughout).

Partner logos are provided in the following locations within each video:

Position	Naming	Gold	Silver
Opening Intro Animation	✓	✓	
Lower Third Name Straps – for Host and Interviewees	✓	✓	
End Card Graphics – at the end of each video	✓	✓	✓
Lower third Sponsor swipe – displayed within 45 seconds of video start and at other strategic locations		✓	
Video Thumbnail – for both Facebook and YouTube	✓	✓	



Intro Animation with Naming and Gold Partner logos on all Videos



Lower Thirds for Host, with Naming and Gold Partner logos



Lower third Sponsor swipe with Gold Partner Logos



Interviewee's lower third name strap with Naming Rights Partner Logo



End Card Graphics – at the end of each video with all Partner Logos



Video Thumbnail – for both Facebook and YouTube

Publishing Platforms

The main publishing platform has been Facebook, and this is reflected in the statistics. YouTube is the secondary publishing platform and therefore the views are significantly lower.

However, because Facebook is a **news feed** platform, videos tend to get a high level of viewing when released, but then significantly reduce and typically stop receiving extra views after a few weeks. YouTube videos, on the other hand, continue to gain views due to the platform being a video search engine. YouTube videos will continue to gain views whilst ever they remain on the platform. This means that the videos will continue to be watched into the future. YouTube videos are also much easier to embed into websites, e-newsletters and emails.

North Shorth Sporting Car Club currently has 184 subscribers YouTube and 4026 followers on Facebook. This is considered the NSSCC audience. However, through sharing on Facebook and Searching on YouTube, the actual audience is significantly bigger.

When Partners, competitors, fans and other motorsport enthusiasts share the videos, the audience and market penetration will significantly increase.

Video Performance

Facebook

Watch Time	56,742 minutes from 81,641 views
Most Popular Video	Highlight Round 3 (13.3K)
Likes Gained	305

YouTube

Watch Time	5,266 minutes from 2,976 views
Impressions	19882 with a Click Through Rate of 5.45%
Mobile Phone Viewed	46%
Computer Viewed	32%
Most popular device	Android (33% of views)

Top 3 external Traffic Sources on YouTube came from:

Caradvice.com.au	544	50%
Facebook	284	26%
Rallysportmag.com	69	6.4%

Competitor Statistics

It was a record year for competitor numbers and for series registrations. The following table gives a quick over view of the competitors per round.

Round	Entered	Started	Finished
1	87	84	78
2	80	74	73
3	90	85	80
4	86	80	76
5	90	80	58
Total	433	403	365
Average	87	81	73

To be classified as finished, a competitor must have completed at least three full passes of the course. The results are based on a competitors best three passes with the exception of round five which was timed over just two passes due to the extreme weather conditions on the night.

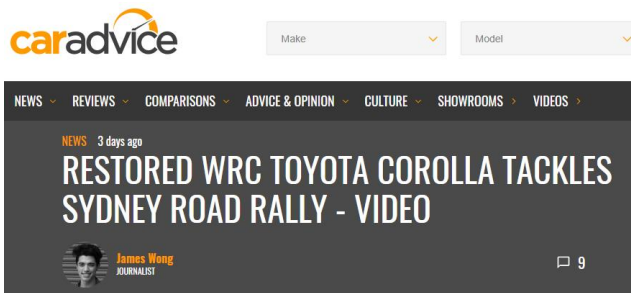


Series winning Driver, Phil Heafey, on the way to a round win in his Mitsubishi Lancer EVO 6. Photo: David Oliver (DOPHOTO)

Influencers

The importance of influencers cannot be under estimated when it comes to exposure for the Rallysprint. Where possible, NSSCC works hard to get people with a big social media following to share videos, publish posts promoting the event and generally talking about the event.

- Brendan Reeves generated a lot of interest for the event with his social media influence, producing a blog and vlog on his Rallysprint experience.
- Our Naming Rights Partner, Whiteline, also plays a big part in promoting the event and the videos, regularly reaching out to their social media following (165,000 followers on Facebook). Whiteline also used the Rallysprint as a backdrop to a series of Whiteline Ambassador videos featuring the people and cars of their ambassadors.
- Whiteline also used the Rallysprint and on track action overlay video for their Off-Camber Trackside Video Series.
- Rallysport Magazine published several articles about the Rallysprint on their web page.
- Performance drive published a comprehensive review of the Hyundai i30 in the Whiteline Twilight Tarmac Rallysprint: Round 1 - <https://performancedrive.com.au/racing-the-hyundai-i30-n-in-whiteline-twilight-tarmac-rallysprint-round-1-2314/>
- CarAdvice.com.au placed an article on their website about the WRC Corolla that competed at Round 3 and in two days received 650 views on YouTube. The video has a total of 1086 views and growing every day.



Watch the ex-rally 'beast' hit Western Sydney Dragway in this latest clip.



3 SHARES Facebook Twitter Mail

Remember the **WRC Toyota Corolla** from the late 1990s? Well, rallyfans and the like can watch the old race car compete once more.

At a recent round of the Whiteline Tarmac Rally Series in New South Wales, a special example of the old rally car hit Western Sydney Dragway, Eastern Creek, to compete.

This particular vehicle was built and restored by Daryl Bush, technical director for Neal Bates Motorsport.

Watch the WRC Corolla in action in the video below:



What Next?

The 2019/2020 season plans are already under way and the organising team are looking at more ways to provide value to both partners and competitors alike. Due to the success of the forced track layout changes, the Club are looking to incorporate more of the bottom half of the carpark next season to provide a range of layouts.

Do you have any feedback? Or a suggestion on how we can make the events better? Or maybe you just want to discuss being involved next season. Email Brett Middleton at brett@bretzet.com.au or give him a call on 0408 261 043.

To keep the momentum up from this season, we have more videos lined up between now and October. As usual, these will be published on both Facebook and YouTube. Partners and competitors will be able to use these videos in the same way as all previous videos.

Video Release Schedule

3/5	Series Runners Up
24/5	Onboard Highlights
14/6	2WD Highlights
12/7	4WD Highlights
9/8	Juniors Highlights
6/9	John Healey Datsun 1600
27/9	Sideways Drivers
11/10	Get ready for a New Season

If a Partner has not taken advantage of the exclusive Partner branded video, this can still be arranged. Simply contact John McCredie from OHM Productions for this to be completed. Email John at John.mccredie@ohmgroup.com.au or call 0413 042 763.









Do you have something you'd like to share with the teams from this season? NSSCC plan on sending out several email communications before the first round of next season and where appropriate, we can include Partner information or relevant product information. Contact Brett for details.





















Photo: Sam Law




Video Links

For reference purposes and to allow easy sharing and embedding of the 2018/2019 Season videos, the following pages include links directly to all the videos.

	<p><u>Rally Sprint - Round 1 Highlights - 2018/19 Season</u> https://www.youtube.com/watch?v=-wLMWgeFglg https://www.facebook.com/NorthShoreSportingCarClub/videos/314282009372417/</p>
	<p><u>Hyundai N-Performance Line Up for Tarmac Rally</u> https://www.youtube.com/watch?v=EONn9DW1bKI https://www.facebook.com/NorthShoreSportingCarClub/videos/316896195559253/</p>
	<p><u>Drifting at the Whiteline Tarmac Rallysprint in an S13 Silvia</u> https://www.youtube.com/watch?v=yhB_7t2GvfU https://www.facebook.com/NorthShoreSportingCarClub/videos/265611187475800/</p>
	<p><u>More Tarmac Rally Action - WTRS Round 1</u> https://www.youtube.com/watch?v=Bj5TZuikQhs https://www.facebook.com/NorthShoreSportingCarClub/videos/518964601842489/</p>
	<p><u>Round 1 Winners - Tarmac Rallying - Whiteline 2018/2019 Series</u> https://www.youtube.com/watch?v=thYn4RDvNrA https://www.facebook.com/NorthShoreSportingCarClub/videos/710997879264620/</p>
	<p><u>Datsun 1600 Wagon driven Hard by 14 Year Old</u> https://www.youtube.com/watch?v=L_n8-PmEH2I https://www.facebook.com/NorthShoreSportingCarClub/videos/938095853066773/</p>
	<p><u>Bates Boys Rallying on Tarmac</u> https://www.youtube.com/watch?v=XRypJ2sgoMY https://www.facebook.com/NorthShoreSportingCarClub/videos/1250247485113902/</p>
	<p><u>Rally Action - Tarmac Rally Round 2</u> https://www.youtube.com/watch?v=khdTDY3EY2o https://www.facebook.com/NorthShoreSportingCarClub/videos/2280639945538821/</p>

	<p><u>Tarmac Rally Sprint - Round 2 Winners</u> https://www.youtube.com/watch?v=ji4UIk1YIPc https://www.facebook.com/NorthShoreSportingCarClub/videos/201308190799083/</p>
	<p><u>Twilight Rallysprint - Commodore smokes it</u> https://www.youtube.com/watch?v=p7fS2LRyJbg https://www.facebook.com/NorthShoreSportingCarClub/videos/2297076310524324/</p>
	<p><u>Lotus Exige = Lotus EXTREME</u> https://www.youtube.com/watch?v=JS83THvPI7k https://www.facebook.com/NorthShoreSportingCarClub/videos/712499812440329/</p>
	<p><u>Lancer Evo Rally - Full Lap on-board - Multiple Cameras!</u> https://www.youtube.com/watch?v=JS83THvPI7k https://www.facebook.com/NorthShoreSportingCarClub/videos/388959158509618/</p>
	<p><u>Rally Sprint Highlights - Round 3</u> https://www.youtube.com/watch?v=9dL2P8tr3VA https://www.facebook.com/NorthShoreSportingCarClub/videos/295028544463205/</p>
	<p><u>Rally Sprint Winners - Rally Action!</u> https://www.youtube.com/watch?v=_SfKg7xG9pl https://www.facebook.com/NorthShoreSportingCarClub/videos/320615688664200/</p>
	<p><u>WRC Corolla Rally Beast!</u> https://www.youtube.com/watch?v=ajlBTT11alg https://www.facebook.com/NorthShoreSportingCarClub/videos/370159337123672/</p>
	<p><u>Rally Sprint Highlights - More from Round 3</u> https://www.youtube.com/watch?v=PR05U4EDNys https://www.facebook.com/NorthShoreSportingCarClub/videos/527157724429777/</p>
	<p><u>Rally Legend - Wayne Bell</u> https://www.youtube.com/watch?v=cnIP2Lfiz8A https://www.facebook.com/NorthShoreSportingCarClub/videos/519444935215750/</p>

	<p><u>Rally Education - Junior Masterclass</u> https://www.youtube.com/watch?v=JDkgXtbE4Uw https://www.facebook.com/NorthShoreSportingCarClub/videos/2476759322341265/</p>
	<p><u>Datsun 240Z Sideways Rally Action</u> https://www.youtube.com/watch?v=ygliWc5MAQg https://www.facebook.com/NorthShoreSportingCarClub/videos/553438515174498/</p>
	<p><u>EVO 9 RS Mitsubishi</u> https://www.youtube.com/watch?v=dIVkU3owG94 https://www.facebook.com/NorthShoreSportingCarClub/videos/393629618053894/</p>
	<p><u>Holden V8 Ute - Aussie Driver Search Commodore</u> https://www.youtube.com/watch?v=nd-Xh53p3QY https://www.facebook.com/NorthShoreSportingCarClub/videos/951159408421236/</p>
	<p><u>ARE YOU READY... for Round 4?</u> https://www.youtube.com/watch?v=32tpxd_0o0w https://www.facebook.com/NorthShoreSportingCarClub/videos/2442469592494187/</p>
	<p><u>Rallysprint and Rallying - R4 2018/19 Whiteline Series</u> https://www.youtube.com/watch?v=kA84Ol2gk38 https://www.facebook.com/NorthShoreSportingCarClub/videos/2506123112738341/</p>
	<p><u>Rallying a Subaru Forester Toaster</u> https://www.youtube.com/watch?v=kLcLLqTYxiE https://www.facebook.com/NorthShoreSportingCarClub/videos/1505189786282902/</p>
	<p><u>Rallysprint - R4 Winners</u> https://www.youtube.com/watch?v=fOXb6GJe43E https://www.facebook.com/NorthShoreSportingCarClub/videos/287507265251151/</p>
	<p><u>Rallying a Muscle Car - Ford Capri Parana V8</u> https://www.youtube.com/watch?v=wbAWcoN7CbQ https://www.facebook.com/NorthShoreSportingCarClub/videos/1949894108466445/</p>

	<p><u>Rallying in the Rain - Cars on a flooded track!</u> https://www.youtube.com/watch?v=GGxrzINoZ2Y https://www.facebook.com/NorthShoreSportingCarClub/videos/436239837124468/</p>
	<p><u>Nissan GTR Wins - Rally Sprint Winners</u> https://www.youtube.com/watch?v=tvL64EBhdBQ https://www.facebook.com/NorthShoreSportingCarClub/videos/373614993367388/</p>
	<p><u>Lancer EVO 6 and Mazda RX7 Wins Rallysprint Series</u> https://www.youtube.com/watch?v=M1HgUthSWFk</p>