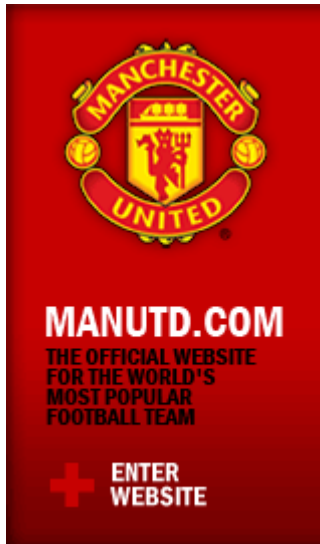


# BRANDING OF THE HARNESS RACING PRODUCT

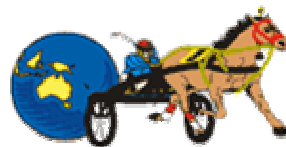
NOVEMBER 2007



**Presented by Richard Smith**



## Some of the brands Harness Racing is known for in Australia ?



No ..... In fact they are the logos that identify Harness Racing in each State and each brand is quite separate and distinct.

Too often when we are confronted with questions about our brand and we point to our logo which is only part of the overall branding function.

## What is a brand ?

The image conjured up upon seeing or hearing a company name.

Customers will form that image based on a companies -

- \* Performance
- \* Advertising
- \* Reputation
- \* Product range
- \* Community Relationships
- \* Customer experience
- \* Price
- \* Service

Brand perception is what drives value and an organisation needs to build value in order to earn an income and achieve growth.

**Does this mean that brands can survive on reputation alone ? NO !**

Some of the world`s biggest brands have stood the test of time and achieved enormous growth in spite of community resentment and political backlash.

**NIKE** - continues to be the world`s leading sports apparel brand and yet has spent many years defending its labour practices in some countries.

**WHY** - Decades of strong product demand, reliability and service whilst supported by multi million ad campaigns that customers love.

## HOWEVER ...

If you`re brand is not strong or has yet to build its profile and you don`t deliver the experience ..... customers will walk away in droves.

Formula One in USA - Since 2000, F1 racing conducted at the spiritual home of motorsport Indianapolis Motor Speedway. However in 2005, only 6 cars out of the field of 22 competed in the Grand Prix race due to a potential tyre malfunction identified by Michelin. Fans in their thousands vowed never to return to F1 racing on home soil and the F1 brand was tarnished forever in the USA.

## BRAND WATCH !

The reputation of Tennis worldwide is entering a challenging phase as it defends allegations of match fixing and unusual betting patterns. Its brand will be directly effected by how it manages the crises and delivers its solution.

## HOW DO WE DETERMINE OUR BRAND AND ITS VALUE?

Brand values must be aligned with Organisational values and should be obvious to the customer. Harness Racing brand values should be –

- \* Integrity of product
- \* Entertainment value
- \* Its People
- \* Unique qualities
- \* Key Events
- \* History
- \* Horses
- \* Lifestyle
- \* Opportunities to participate

## **OUR ORGANISATIONAL VALUES !**

**Harness Racing organisation values should be –**

- \* 100% customer focus**
- \* venue features focus**
- \* price aware**
- \* creative**
- \* a great place to work**
- \* pro-active**
- \* inclusive**
- \* competitive**
- \* driven**

**Our organisational and industry leaders must see themselves as the ultimate brand manager. Brand and Organisational values must be in line and drive the day to day operation.**

**Q. How many of us display our Organisational Values in our reception areas?**

### **What harms our brand!**

- 1. Poor Service**
- 2. Non responsiveness**
- 3. Lack of exposure**
- 4. Poor media relations**
- 5. Lack of resources**
- 6. Nothing New**
- 7. Staff turnover**
- 8. Price to Value inequity**
- 9. Holding Patterns**
- 10. Lack of Heroes**

## How can we structure a Brand Strategy for Harness Racing

### 1. Create a vision that drives the business

Consistently provide our patrons with the most entertaining and exciting events in a comfortable, safe and stylish environment

### 2. Develop objectives that help us achieve our vision

**Long term** : Growth in attendances by 25% over the next five years

**Short term** : All staff to undertake customer service training by June 30

**Immediate** : Create an new outdoor lounge area for patrons to enjoy

### 3. Define your target market and develop strategies to grow their attendance

**Corporate** : Release new hospitality packages at last years prices

**Fan** : Allow them to “touch & feel”, entice them to a greater involvement

**Event Goer** : Give them a great experience, find out who they are, then target

**Participant** : Recognise them and make them feel part of the total product

**FIND OUT WHO YOUR POSITIVES ARE AND TURN THEM INTO ADVOCATES**

### 4. Develop a Brand Promise

Create and deliver a superior total event experience that is better than watching it on television, creates enjoyment, outweighs the cost of food, beverage and betting and offers more to see than a race every 40 minutes.

## How can we structure a Brand Strategy for Harness Racing

### 5. Establish a Brand Position

That all our Harness Racing events will be more than just a ten race card. It will be four hour entertainment package each time we race and we will communicate this via our brand slogan –



Isn't it  
**AMAZING** this  
**HARNES RACING**

**Imperatives** - It must be better than watching it on television, each visit needs to be fun and memorable, the entertainment value outweighs the cost of attending and there is plenty to see and do. You will then create a product that patrons know will deliver the experience they want.

### 6. Deliver the product each time you open the gates

Judge your staff performance on the delivery of a mid week winter meeting not simply the annual major event.

7. **THEN** look at your logo and judge for yourself ... does it reflect the brand values of fun, entertainment, integrity, sporting achievement we seek ...



