

 **WHITELINE**



WHITELINE TARMAC RALLYSPRINT SERIES

**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.

MEDIA APPROACH

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



SOCIAL MEDIA POSTS

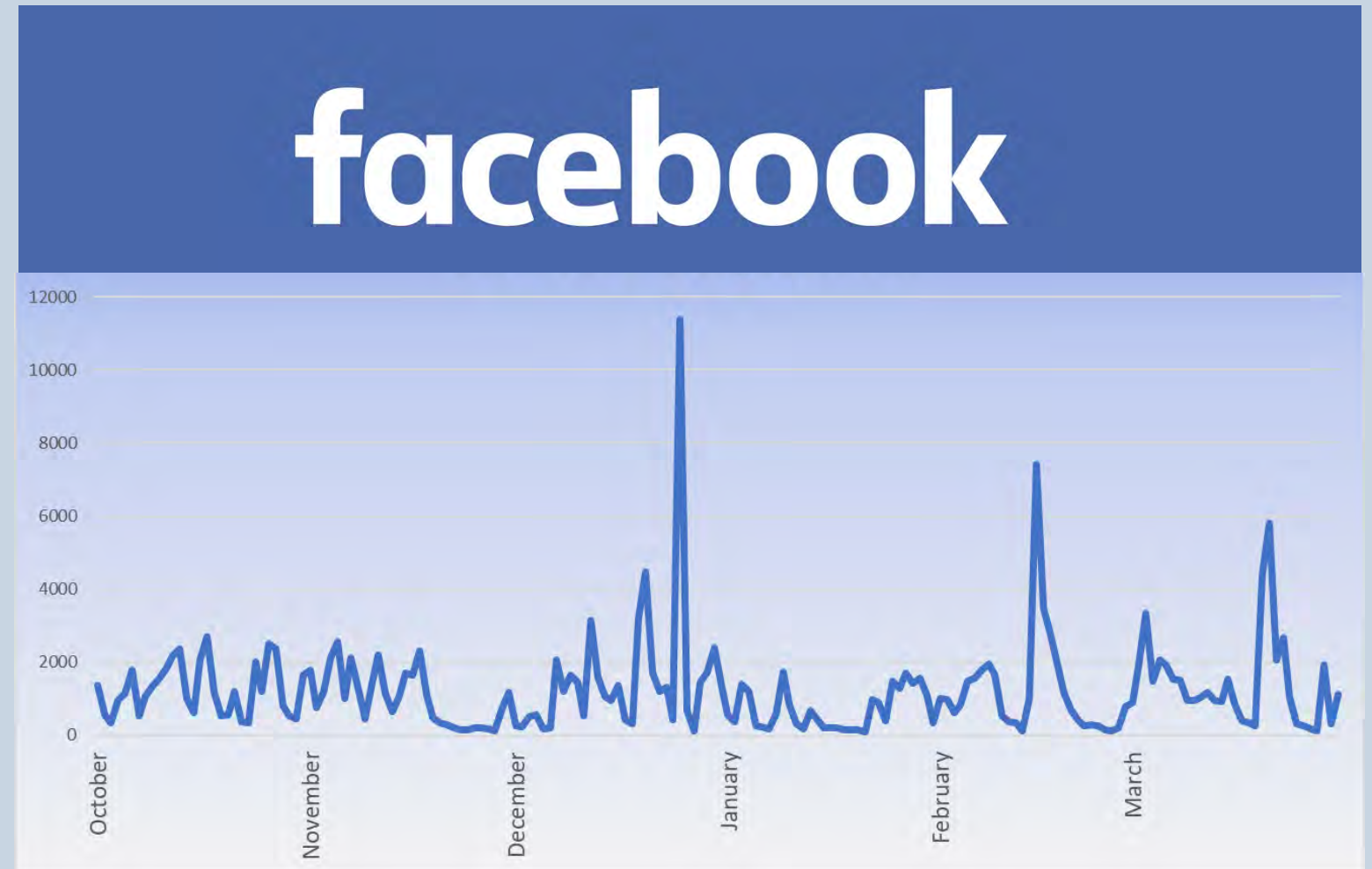
- Posts incorporated partner logos
- Posts included Wheline branding
- Posts highlighted partner tags
- Posts linked to website



POST REACH



220,000
reach between
October 2022
and March 2023



15,000
reach between
October 2022
and March 2023

