
Harness Racing's Ongoing Transformation through Social and Digital Marketing

University of Arizona Global Symposium of Racing & Gaming



GARTNER SAYS:

“Converseon has a broad understanding of how ..to effect change across marketing, customer service and sales departments... measure success and impact the key KPIs ... and tie into more traditional CRM transformation approaches.”

THE FORRESTER WAVE: LISTENING PLATFORMS



Source: The Forrester Wave™: Listening Platforms, Q3 2010, July 2010 The Forrester Wave is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave are trademarks of Forrester Research, Inc. The Forrester Wave is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.

“Best Socialized Company (with IBM)”

“Best Social Agency”

“Top Ten Smartest Big Brands”

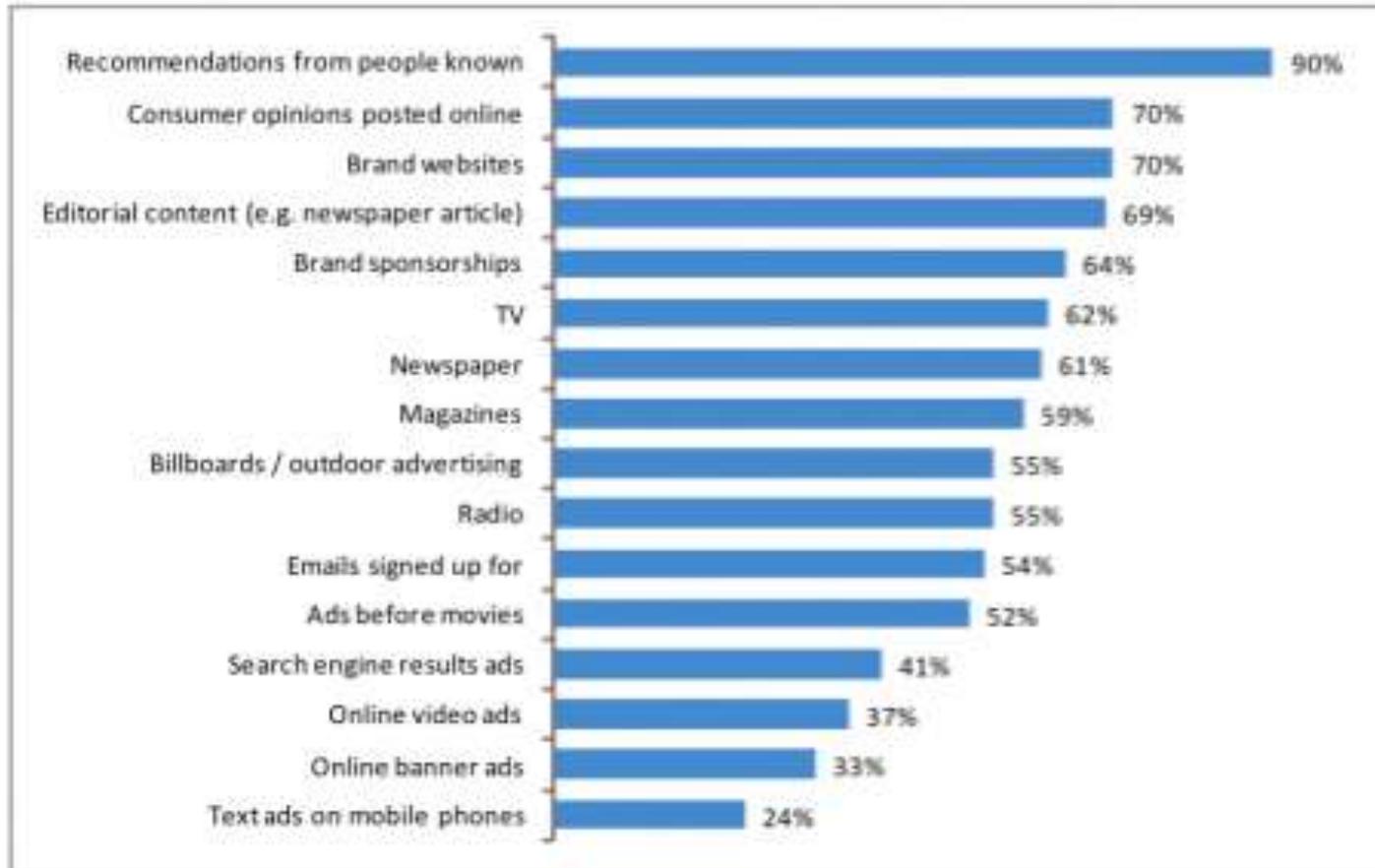
Clients include IBM, Twitter, Telstra, J&J

Every minute of every day....

- 72 hours uploaded to YouTube
- 277,000 tweets
- 2.5 million pieces of content shared in Facebook
- 270,000 photos uploaded to Instagram
- 23,000 Yelp reviews
- 4 million search queries in Google



In part because word of mouth is most credible and powerful form of advertising

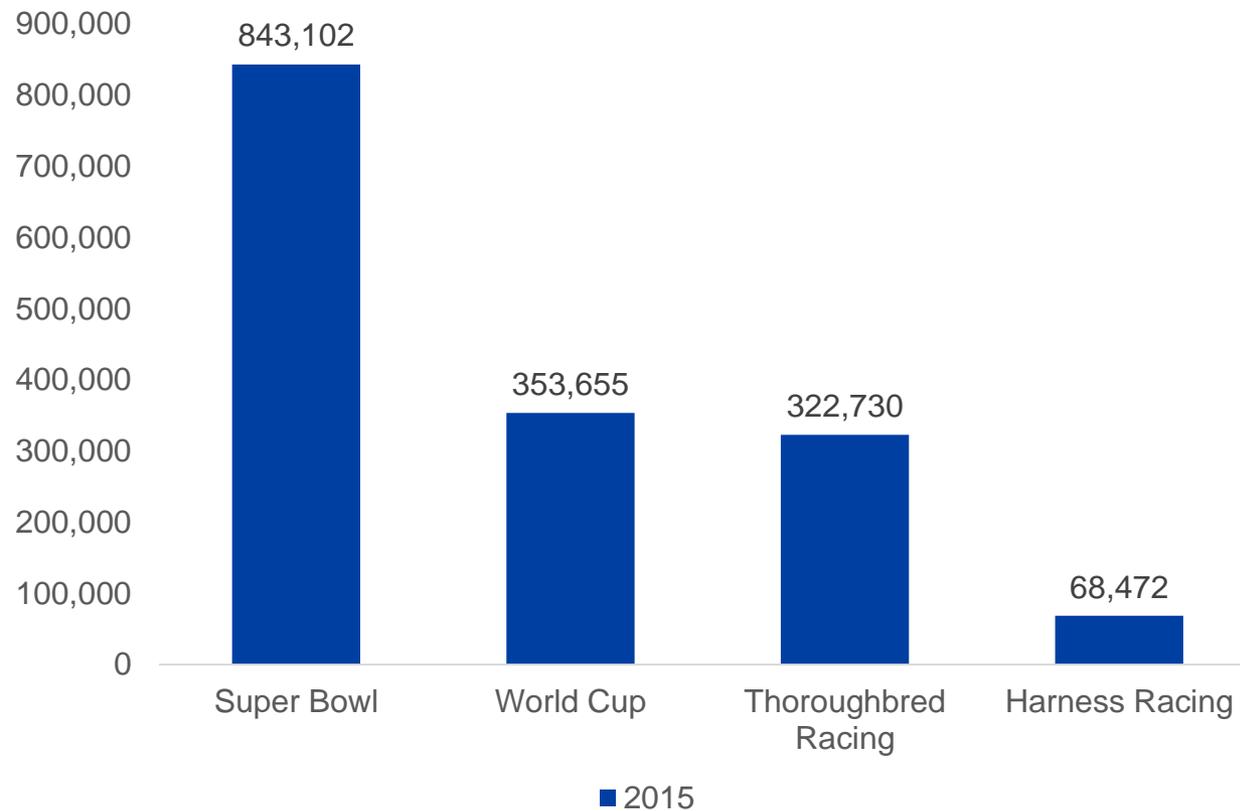


And social media is the turbo charger



This vast unstructured social conversation can make or break brands

Global English: Online Discussion Volume
January – December 2015

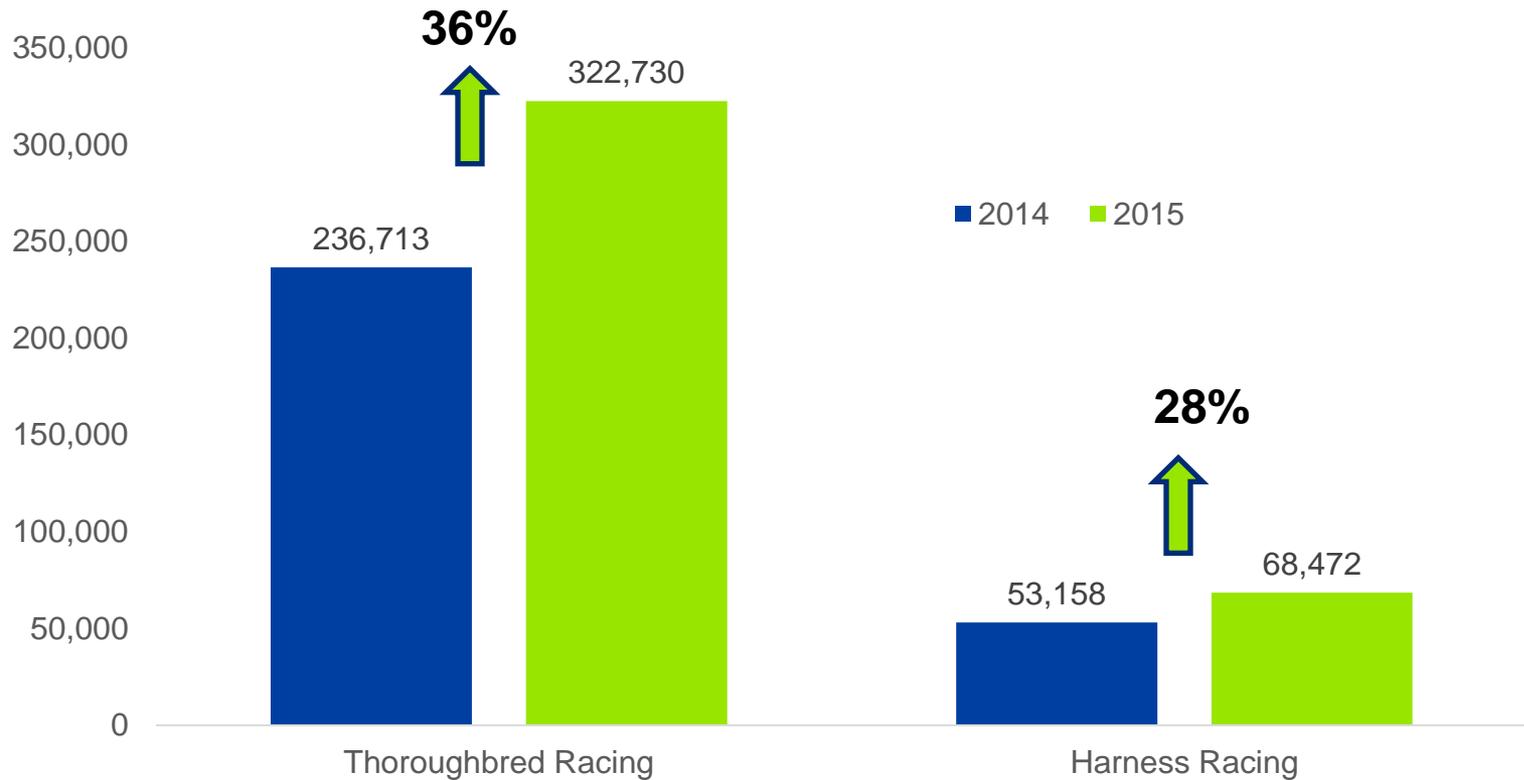


Source: Converseon analysis, December 2015

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Some good news: horse racing is gaining year-over-year buzz

Global English: Online Discussion Volume
January – December 2014 vs. 2015

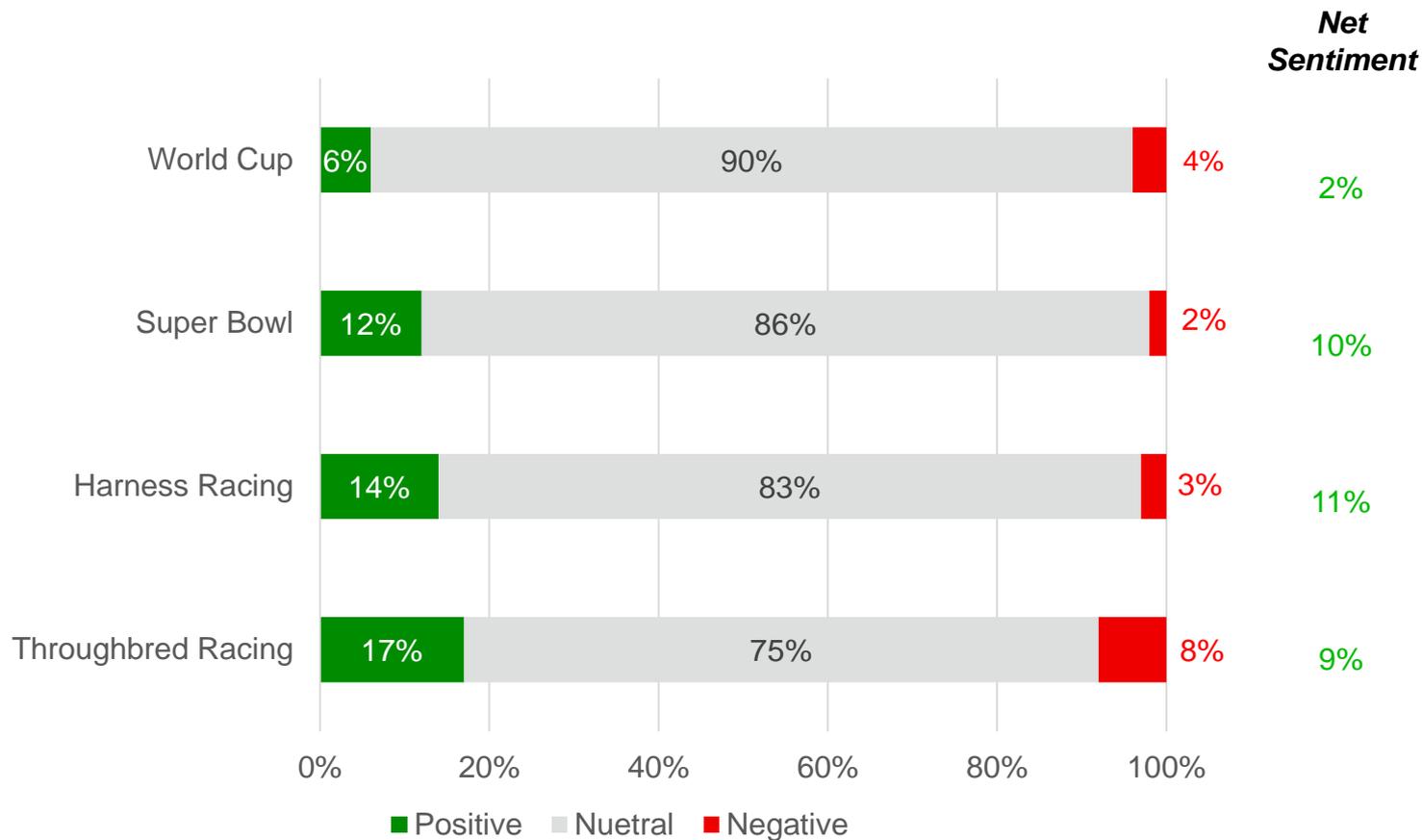


Source: Converseon analysis, December 2015

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Across all sporting events, shared news and re-tweets drive neutral sentiment; however, horse-racing sees more emotion-rich discussion and advocacy.

Global English: Sentiment by Sport
January - December 2015



Fans have deep-rooted pride in horse racing; a vocal minority criticizes corruption and animal-cruelty

Positive Drivers:

- Pride in sport, family tradition
- High regard of race horses
- Celebration of wins

*“Welp my **most successful #BreedersCup ever is in the books. Cashed in 10 of 13 races. Awesome fun days with my Daddy 😊**”* Twitter.com, 10//31/2015

*“My thoughts on the Breeders Cup. **Two of the worlds best horses running!**”*
Twitter.com, 10/31/2015

*“Ryan Moore take a bow. **Absolutely brilliant ride. Best in the world!** #BreedersCup #Keeneland”* Twitter.com, 10/30/2015

*“#AmericanPharoah did it again! Amazing #BreedersCup win! **Wire to wire like it was nothing.**”* Twitter.com, 10/31/2015

Negative Drivers:

- Corruption
- Animal cruelty

*“**More crooked money is earnt in Horses & the red Hots and dogs.**”*
Twitter.com, 2/18/2015

*“**Don’t support Kentucky derby horse are whipped, beating, drug all for money horrible sport. Don’t support horse racing!**”* Twitter.com, 5/2/2015

*“**I’m pretty sure nobody would care about the Kentucky Derby and tonight’s fight if it wasn’t for the money.** Horse racing and boxing are DUMB.”*Twitter.com, 5/2/2015



Fans remembering and celebrating past victories drive top discussion topics across all events

Global English: Topics of Discussion

January – December 2015

Thoroughbred Racing

- Celebrations
- Enthusiasm, Pride in sport
- Historical Milestones

"American Pharoah Goes For History On The Best Horse Racing Day of the Year "Breeders Cup"
Twitter.com, 11/2/2015

"I'm stuck taking family to a wedding Sat. How inappropriate is it to watch live Thoroughbred racing on my phone during ceremony?"
Twitter.com, 11/13/2015

Harness Racing

- Racing results
- Video from fans
- News and blog reposts

"You have got to see this video!! #harnessracing #luvharness,#MinnesotaHarness"
Twitter.com, 9/2/2015

"Hall of Fame driver Dave Magee to retire-Harness Racing Newsroom-USTA-USTROTting"
Twitter.com, 2/24/2015

Super Bowl

- Team victory celebrations
- Player discussions
- News and blog retweets

"YES! Touchdown !!! #Seahawks! # SuperBowl"
Twitter.com, 9/9/2015

" RT @ PlayersTrbune exlcusive: @ DangeRussWilson on his state of mindf following the final play of Super Bowl XLIX."
Twitter.com, 2/19/2015

World Cup

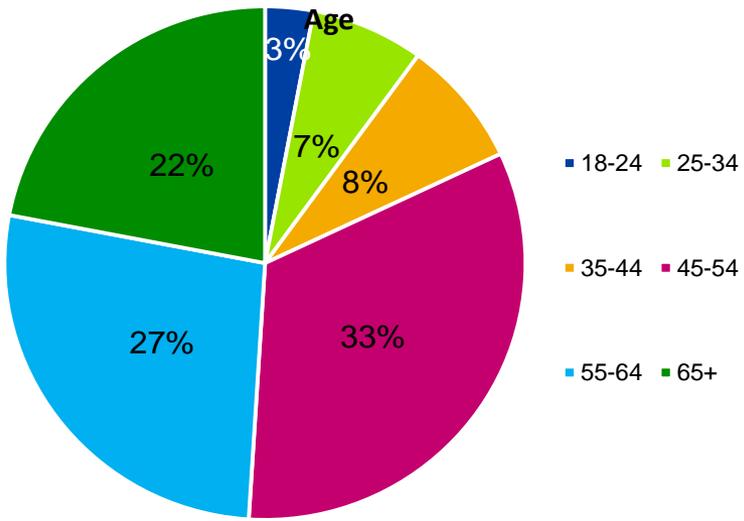
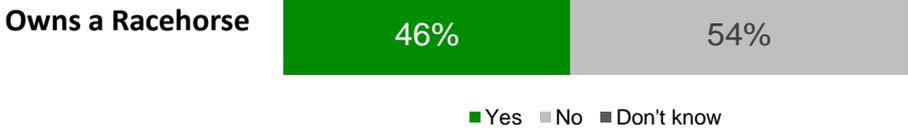
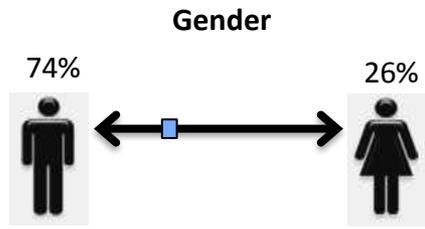
- Team pride, victories
- News and blog retweets

"The moment Ronald sent Portugal to the 2014 world cup, in Brazil, what a moment to remember for Protugal!"
Twitter.com, 9/8/2015

"Goal Keeper Julio Cesar of Brazil celebrates with teammates – Hi_story blog.chosun.com/"
Twitter.com, 1/21/2015



We're Missing Millennials



Income

PGA Lowest of Major League Sports at 20% Millennial Audience (we're at 10%)!



Harness Racing Social Marketing Initiative

Est. 2013, collaborative effort driven by the USTA and participating partner entities to drive digital and social transformation of the sport



Harness Racing Social Media Initiative

2014

1. Build the Foundation

Develop required assets to begin transformation

1. Harness Racing FanZone
2. Ambassador Program
3. Analytics
4. Training
5. Collaboration
6. Key content assets
7. Sponsorship support

2015

2. Go “Over the Top”

Become the Media And “own” our distribution and assets

- Product enhancement
- Direct channels
- Own assets
- Enhance sponsorship value
- Test new products

2016

3. Scale and Monetize

Great global integration and scale

1. Centralized budget
2. Casino ROI analysis
3. Financial modeling
4. Cross promotion
5. Global coordination
6. Multi language support
7. Roll out ownership and gambling products

Transformation

Scope

Primary Tasks

Ongoing Tasks



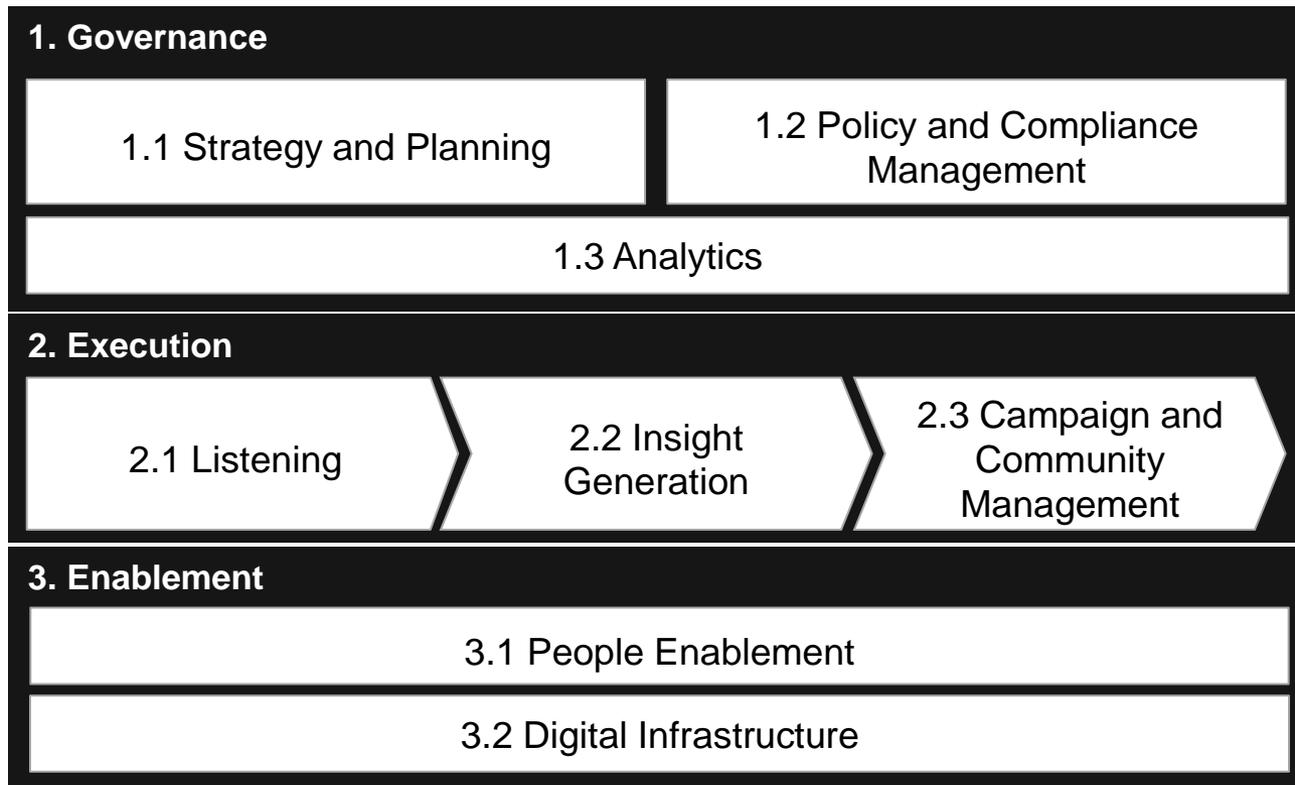
What we found initially

- Little industry collaboration
- “Dilution” of fans and confusion (300 communities on Facebook alone!)
- No “major league” digital assets
- Content is “everywhere and nowhere”
- Limited USTA “only” support for now
- Very few ways for new fans to learn about sport, and engage
- Uneven social/marketing expertise, knowledge across industry
- Negative perception, by many, to sport
- Off radar screen for most
- Enthusiasm and support from many quarters



Step 1: Embrace Foundational Framework

Converseon Social Capability Architecture



Focus: Drive Advocacy and Expand Reach



Core: Harness racing fans
(US/Canada) approx 80-90k*
Est 200k worldwide

Close Affinity (horse racing fans)
Est 4 -4.5 million monthly active

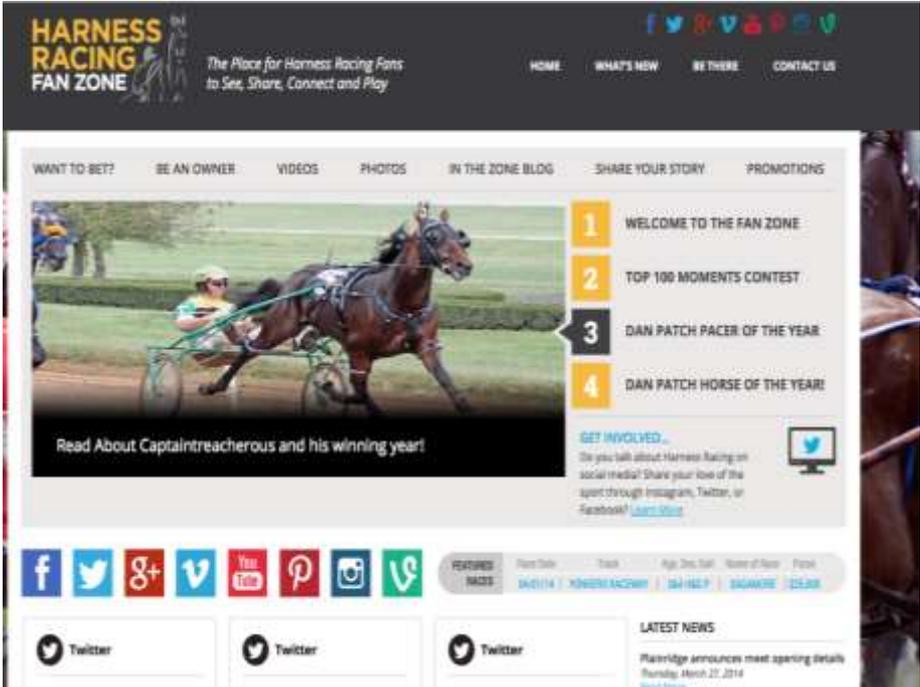
Other Affinity: Sports betting/
Fantasy sports. 8 million

Affluent: 350k+ annual – 4.5m

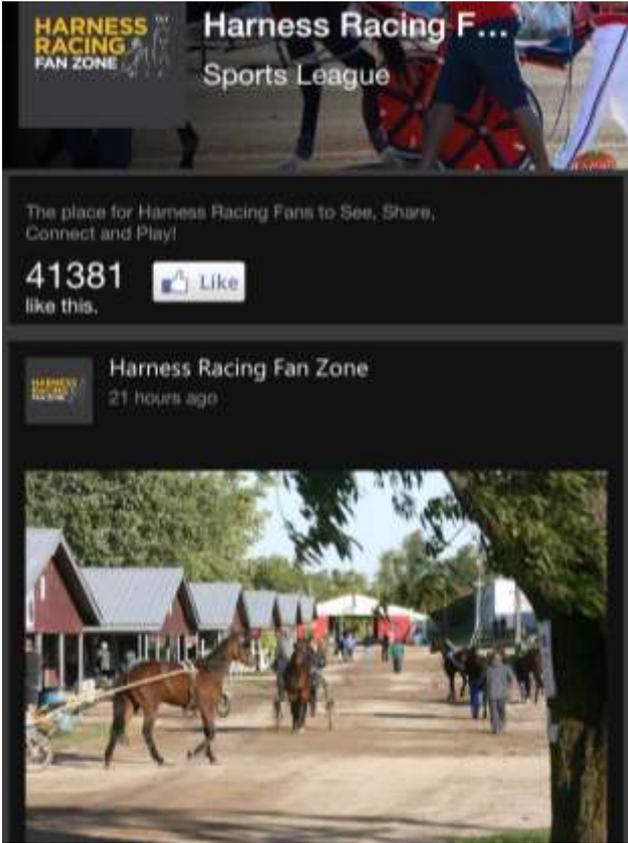
- Facebook data, active members monthly
- Fanzone has 29k active monthly
- Nearly 50% of 55+ now have facebook profiles and fastest growing segment



Built Essential Digital Assets



Harness Racing FanZone



Mobile App



Established Social Loyalty Program

HARNESS RACING
AMBASSADOR

Rewards Promotions Activities Leaderboards Fan Zone

My Cart 0 items 3 tokens

ACTIVITY REWARDED
Limit 0/5, You just received 350 points for your [App invite](#).

ACTIVITY REWARDED
Limit 0/5, You just received 500 points for your [Facebook like](#).

ACTIVITY REWARDED
Limit 0/5, You just received 500 points for your [Twitter connect](#).

1 of 1

BE AN AMBASSADOR

As an Ambassador, you will gain access to exciting, relevant, and community-oriented content. You will also have the opportunity to earn prizes and unique experiences for spreading the word.

[Sign-up Today](#)



Initiated Owner Recruitment Effort

Own a Racehorse

Low Risk investment. \$400+ Million
in Harness Racing Stakes in 2015

harnessracingfanzone.com/Learn-More

Be in the Winners Circle

Experience the Thrill & Prestige of
Owning a Racehorse. Low-Cost & Easy

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Racehorse Owner Benefits

More Than \$400 Million at Stake!
Now is the Time to Get Involved

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Horse Racing Partnerships

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Get into Harness Racing

Experience the thrill of ownership
at a fraction of the normal cost.

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Experience the Excitement
The thrill of the stretch, the excitement of the winner's circle surrounded by friends of family, and the possibilities for big paychecks make it a sport experience like no other.

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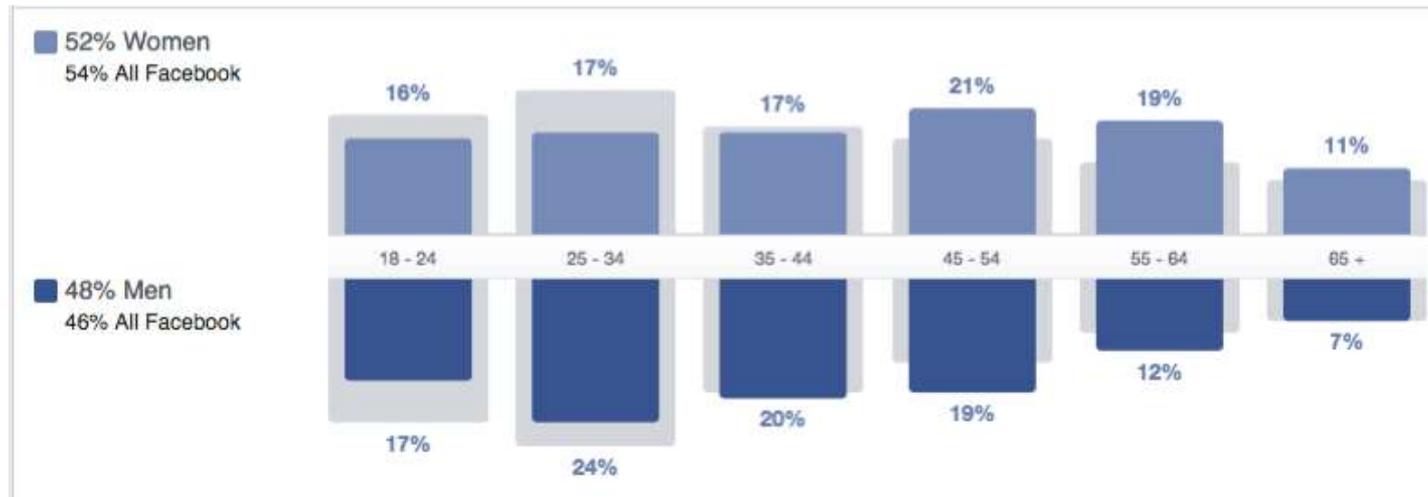


Created Social-Friendly Content



Results

- Online buzz doubled from 2013-2014 and then grew an additional 40% in 2015
- Impressions of the sport grew also nearly doubled in 2015 vs 2014 (30+ million vs. 18m). Over 450,000 views of “History” video alone to date.
- Online buzz for the 2015 Hambletonian grew 100% over previous year.
- Effort is successfully reaching and engaging younger audiences



Much more to do: Go “lower funnel” and manage entire consumer journey



Leverage synergy through a Global Center of Excellence



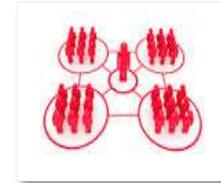
Education and Training

Give the right people the right skills and information, at the right time



Content Management and Optimization

Publish the right content, with the right messages, based on the needs of each target audience



Tools and Data

Ensure optimal tools and most accurate, meaningful and integrated data



Governance

Make high-quality decisions, quickly, and make them stick



Scorecard

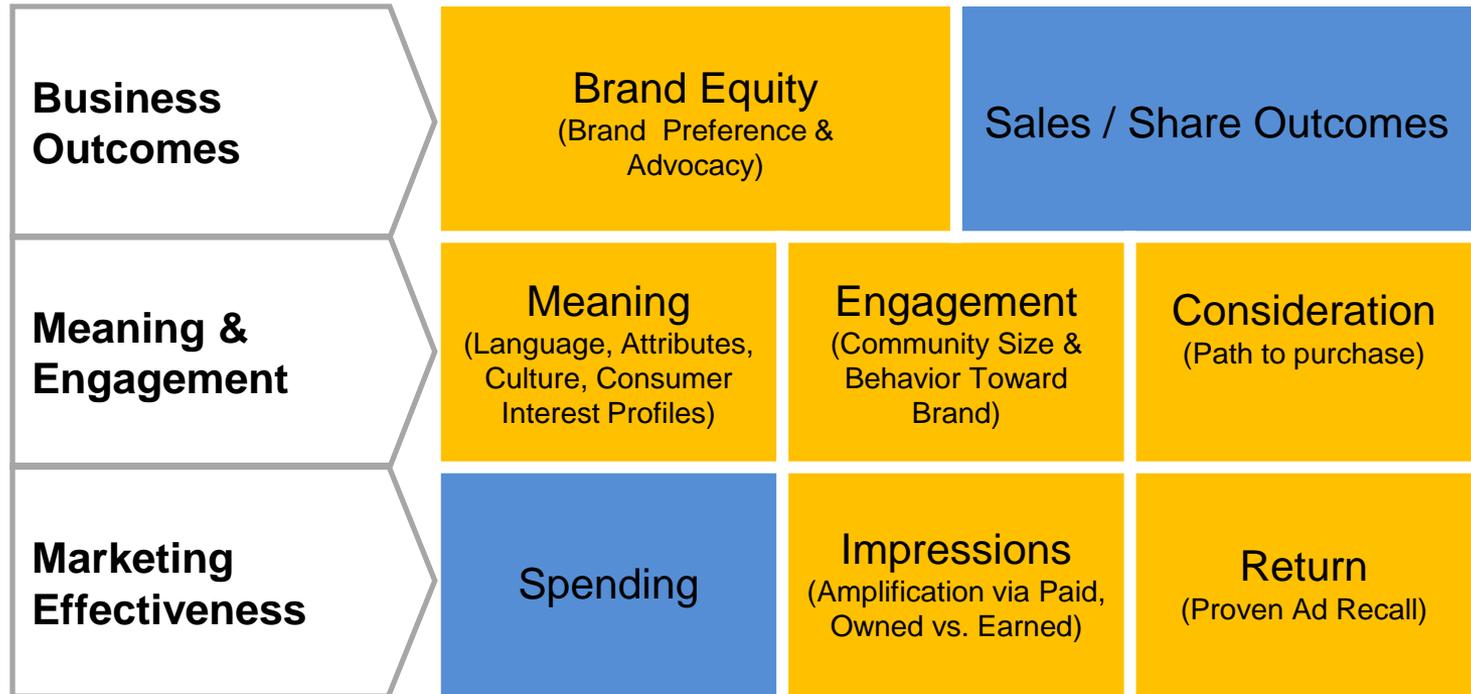
Standard and ad hoc insight into current and expected performance and adoption by brands



Social Voice of the Customer

Know what customers are saying, regardless of where they say it

Agree (and measure) what success looks like: Brand Guidance Framework



Input Data Sources:

-  Survey, Social & Digital
-  Internal Indicators



Thank You

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