

Gen Y and Baby Boomers –

How to “Speak” to Racing’s Diverse
Demographic Target Market

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How to Speak to Racing's Diverse Demographic Target Market

- Research indicates that the big issues of the early 2000s are the same as the '80s and '90s.
- The difference is technology offers new strategic and a tactical methods to address the industry's challenges.

Web 2.0 Defined

Web 2.0 is utilizing Internet-based technologies to allow organizations and individuals to connect, collaborate, and fully harness the potential and power of networking effects in an authentic manner. For most organizations, this means opening themselves up in ways that they never have before.

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Five Steps to Web 2.0

- Breakfast meeting (Saratoga - August 2007)
- Member work shop (Eclipse Awards - January 2008)
- “A New Way Forward” article (*Horseplayer Magazine & Daily Racing Form* - March 2008)
- “Straight Up” Blog by Alex Waldrop (April 2008)
- Ask for more (ongoing)

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Objective of Web 2.0 Program

- Create new channels to communicate directly with fans
- Partner with fans to develop meaningful programs
- Empower fans to help execute plan – peer to peer, bottom up rather than top down

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1. Embrace a New Culture
2. Communicate
3. Execute

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Culture

- Fan communication and involvement is centerpiece of every NTRA program

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“The ultimate power within this game lies with those whose wagering dollars fuel the pari-mutuel engine...

- Alex Waldrop, March 7, 2008

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“Because these people are largely nameless and faceless, their potential too often goes untapped. This is a mistake that this industry can no longer afford to make...

- Alex Waldrop, March 7,

2008

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“In the coming months, you can expect to hear the NTRA speaking up on a number of key issues. To our horseplayers, we at the NTRA give our word that you will be an important part of the process...

- Alex Waldrop, March 7, 2008

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“We’ve always appreciated your business. We will now do a better job of appreciating your ideas.”

- Alex Waldrop, March 7, 2008

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Cultural shift at NTRA

- Marketing
- Legislative Advocacy
- NTRA Advantage
- Alliance

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Communicate

- Job one with every NTRA program:
 - “How can we engage and involve the fan in the development and implementation of our goals and initiatives?”

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Execute

- Legislative Advocacy
 - Horseplayers' Coalition

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Execute

- Marketing
 - NHC Tour
 - Marketing Online Task Force
 - NTRA Ambassador Program

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Execute

- NTRA Advantage
 - John Deere, UPS, Sherwin-Williams, TOSHIBA,
 - Office Depot, Equine Travel Advantage, Moxie Equestrian

Metrics

- Greater level of engagement on NTRA and industry sites (defined by unique visitors, time spent, etc.)
- Expand NTRA active e-mail database from 125,000 addresses to 200,000 within 18 months
- Greater presence in social media (defined by posts, hits, and other forms of User Generated Content, etc.)
- Drive on track attendance and create new wagering accounts

Early Results

Lead Generation

- Created 100% volunteer-led Ambassador Program
- Pilot test for seven sessions, 137% booking
- 23% 1st time customers
- Nearly all said they'd come back and bring friends
- NTRA member tracks are looking at implementing in 2009

Early Results

Marketing Online Task Force

- Recruited active commenters on our blog and other bloggers
- Created online community, 1094 messages between members in 5 weeks.
- Result is 48 page strategy presented at NTRA Marketing Summit

Early Results

CEO Blog

- 801 comments on blog in 48 hours after Eight Belles
- Among the highest read/comment ratios among CEO Blogs on the internet
- Direct dialogue with thousands of fans

Early Results

Marketing Research

- Decisions are now made with input and consultation with customer/fans.
- Database of 140,000 core customers brings cost of research down 50% compared to telephone-based methods.

What's Next? Are you ready?

Web 3.0 is right around the corner

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Marketing Online Task Force Report is
available at NTRA.com.