

R A D F O R D

R A C I N G S C H O O L

The Official High Performance
Driving School of Dodge SRT



*Arthur
Elliott*

**They've seen 25% decrease in student
base over the last 2 years...**

**Reintroduce Radford to the automotive
world with 10% revenue growth in 2025.**

ASSIGNMENT

**Show auto enthusiasts Radford is the
place to discover their passion for
performance driving.**

AMBITION

BUSINESS & AUDIENCE INSIGHTS

Cronkite News:

“Motorsports is such a powerful sport and with the resurgence of motorsports through different shows, whether it’s Netflix or a different racing series, more and more people are getting interested.

More people are wanting to get behind the wheel and learn how to drive like that.”

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- ANDRE RIZZOTTI



Radical Motorsport:

“Racing schools are expanding to meet the growing interest, offering programs tailored to both casual enthusiasts and aspiring racers.”

Market Research Intellect

The Sports Car Market Size was valued at \$120 Billion in 2023 and is expected to reach \$180 Billion by 2031, growing at a 5% CAGR from 2024 to 2031.

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GAPS

**SHIFT FOCUS FROM
THE CARS STUDENTS
DRIVE TO WHAT
INSTRUCTION CAN DO
FOR A DRIVER.**

DISCOVER DRIVING

RADFORD RACING SCHOOL

BUSINESS GOAL:

Help new students “Discover Driving”

AUDIENCE:

New auto enthusiasts who dream of driving fast: they watch the shows, they play the video games, and wish they could “drive like that” ... but they’re sitting on the sidelines.

THE SITUATION

HOW WE GET THERE

KEY INSIGHT:

Auto enthusiasts dread their abilities don't match up to their dreams of driving.

OUR WAY IN:

Show the intense emotion of exhilaration, excitement, and thrill that comes from the feeling of a real race car.

SINGLE MINDED PROPOSITION



**MOVE DREAMERS FROM
WATCHING THE SCREEN TO
DRIVING THE MACHINE.**

AWARENESS:

Target them where they're fueling their love for automotive performance

- Print ads in the Peterson museum
- 15 second video ads for pre-roll YouTube
- Out of home ads on fast Phoenix highways

CONVERSION ADS:

Target them where they're seeking racing schools.

- SEM Call ads that call "Discover Driving" hotline
- SEM Click ad sets that direct to "Discover Driving" landing page
- New website hero with CTA

MUST HAVE:

"Discover Driving" landing page with sign up for High Performance Driving course

THE DELIVERABLES

THANK YOU

*Arthur
Elliott*