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**NTRA Marketing Horse Racing To A New Generation Of Fans - Presentation Transcript**

1. Marketing Horse Racing to a New Generation of Fans September 2009 Submitted by: Patrick Bayer Peter Borrelli
2. Marketing Horse Racing to a New Generation of Fans Situation Analysis Horse racing – the game, the sport, the industry – is facing a challenge. Demographics skew older and older, while misperceptions about horse racing and its fans permeate public opinion. Goals In order to ensure a prosperous future for the game we love, we must capture the entire horse racing experience and educate the next generation of race-goers about how to enjoy that experience in a way that’s fun, easy to understand, and convenient for them to consume. Our marketing, promotions, and publicity should express our passion for each and every aspect of the horse racing experience, and the need to share it with others.
3. Marketing Horse Racing to a New Generation of Fans Target Audience The multi-faceted nature of the game appeals to fans who are enthralled by the sport, engaged in the intellectual pursuit of handicapping, and drawn to the entertainment of wagering – oftentimes all of the above. Potential customers may include those drawn to sports, intellectual challenge, and/or gaming, thus all aspects must be considered. The new generation of horse racing fans might be characterized as young, tech savvy, and exposed to a wide variety of entertainment options. Unlike NTRA’s core customers, this particular segment will have limited experience at the racetrack and a basic understanding of handicapping, if anything. For our efforts to be effective in spreading passion and participation in the game, they must prompt our audience to do the following: Learn. Experience. Share.
4. Marketing Horse Racing to a New Generation of Fans
   * Strategic Objectives
   * To achieve our goals, we must:
   * Educate our audience about the entire horse racing experience in a way that’s fun and easily digested.
   * Reinforce the message that horse racing is the ultimate interactive experience – YOU are part of the game.
   * Encourage and enable both newer race-goers and current devotees to share the thrills of horse racing with friends and family.
5. Marketing Horse Racing to a New Generation of Fans Learn. On www.ntra.com , NTRA U. provides site visitors with basic wagering guides and interactive tools, such as a Daily Racing Form tutorial, and the Virtual Q & A below
6. Marketing Horse Racing to a New Generation of Fans
   * Learn. (cont.)
   * While the tools provided by NTRA online are very helpful, they primarily focus on the wagering aspect of the game.
   * Educational efforts should focus on the following touch points:
   * Remove negative stigmas from public opinion – the sleazy, down and out gambler is misconception number one that needs to be eliminated.
   * Speak to audiences in a way that’s down-to-earth, engaging – and fun!
   * Delve deeper into the details that make a day at the races an unsurpassable experience. Not only how to wager, but also:
     + What to look for in the paddock
     + Get inside the minds of the trainers
     + What to watch for during the race
     + How to understand the language of the track
7. Marketing Horse Racing to a New Generation of Fans Learn. (cont.) Current array of blogs, accessible on www.ntra.com and throughout the blogosphere, mainly target existing fans. To promote widespread enjoyment in the game, a blog comprised primarily of educational video content would provide a welcome and entertaining tool to promote the sport to newcomers. Good Eats – currently holds 8 PM primetime slot on The Food Network. Very educational cooking show. Suggested theme: Similar to the visual and engaging style of Alton Brown’s Good Eats , a fun and informative video blog (why video? Easy to digest and our audience is used to consuming it online) could help horse racing dispel myths, avoid coming across as an esoteric pastime, and position itself in a positive light to a new generation of fans.
8. Marketing Horse Racing to a New Generation of Fans
   * Learn. (cont.)
   * Video blog posts would provide easy to grasp, entertaining tidbits highlighting the myriad aspects of the game that make it great, but are not currently understood.
   * Examples:
   * “ Trackipedia” entries: Designed to not just understand wagering and racing terminology, but the language of the track. Currently, there is nowhere a prospective fan can go to learn the difference between a “stalker” and a “closer,” or what “under wraps late” means.
   * Learn about the chess match that takes place between
   * the jockeys each race – managing traffic, weather
   * conditions, and the energy levels of each of their horses ◊
   * “ Board of Destiny” – use upcoming big races, such as the
   * Triple Crown series, predicting how each race will shape up
   * to help newcomers understand how races are run.
   * - A video blog might educate incoming visitors, but we must also actively seek out potential fans.
   * Banner ads on sites identified as hotspots for our target audience members could direct them to an interactive Flash-based experience.
   * Should focus on each aspect of the horse racing experience – “A Day at the Track” introducing new fans to the characters and the world that exists at the racetrack.

Marketing Horse Racing to a New Generation of Fans Example: Flash-based, interactive online experience titled “Welcome Back Spring” that highlights how Lowe’s helps to enrich its customers’ lives

1. Marketing Horse Racing to a New Generation of Fans Experience. From boutique meets at Saratoga and Del Mar that represent the best the game has to offer… all the way to the small regional tracks like Finger Lakes in Upstate NY… … it is the experience at the track that should keep fans coming back. One important aspect of horse racing that gives it an edge over its competition for sports/entertainment dollars is its interactivity. By handicapping and wagering, patrons at the track can not only experience the game firsthand, but become the key component of the races themselves – the pari-mutuel participants engaged in battle with other bettors. No other sport makes its spectators part of the game like horse racing.
2. Marketing Horse Racing to a New Generation of Fans Experience. (cont.) In an era where fantasy sports are believed to have billions of dollars in economic impact, largely due to their interactive nature, the NTRA governs arguably the most interactive sport in the world in horse racing. Each day, at each track in America, every single race provides the opportunity to be rewarded for intelligent, informed opinions – a key aspect of the fantasy sports allure, available 9,10,11, or even 12 times a day! Messaging should reinforce the message that YOU are a part of the game. The live horse racing experience also presents outstanding value for a family outing, and though the game as a whole searches for its next overwhelming superstar and struggles to provide storylines that prove sufficiently gripping to the general public, it is necessary to expose potential fans to the thrills that can be found in the drama that builds around each race, at every single track.
3. Marketing Horse Racing to a New Generation of Fans
   * Experience. (cont.)
   * If we are educating a new generation of fans about the entire experience and the subtle details they may not currently understand, we should emphasize that:
   * Horse racing is best enjoyed live, as an interactive spectator experience rivaled by no other sport.
   * How all of the factors they’ve learned about – searching for angles in the program, locking eyes with a horse in the paddock, wagering intelligently, and learning what to look for during the course of the race itself – combine to create incredible drama.

“ Go Baby Go” captures the thrill as the horses turn for home, but the races themselves only comprise 15 – 20 minutes of a day at the track. The turn for home is such a powerful moment because it is the exciting climax of the series of events that have built up to it. The feeling of anticipation, the tension that peaks as the horses enter the gate – that all adds up to create the gripping drama the game seeks to provide the public, and should be highlighted in marketing materials.

1. Marketing Horse Racing to a New Generation of Fans Share. It’s a familiar story: My family has taken me to the track since I was little and a passion for horse racing is deeply entrenched. My friends had never expressed any interest in the sport, but one visit, and they were hooked. Passion for the game cannot simply be manufactured. Those who feel that horse racing is the greatest sport in the world have developed that passion over time, and there’s a good chance that they will share this opinion with anyone who will listen. Currently, in the Web 2.0 world, our target audience experiences significant interaction with social media, and is becoming increasingly comfortable with sharing online. The staggering amount of social utilities available online have enabled us to share opinions, ideas and content in ways we never thought possible.
2. Marketing Horse Racing to a New Generation of Fans Share. The NTRA is currently attempting to capitalize on the proliferation of social media, using the following utilities to help fans share their passion:
3. Marketing Horse Racing to a New Generation of Fans Share. In horse racing, the NTRA governs a compelling product that inspires passion and devotion from its most dedicated fans. Throughout the game’s history, these fans have demonstrated a desire to share the thrilling experience with those around them - often those closest to them. While approaching a new generation of fans, we’ve demonstrated the importance of educating them about every aspect of the entire horse racing experience, and encouraging them to feel the interactive nature of it firsthand. Now, we must encourage both new fans and lifelong fans to “share the thrills,” enabling them to do so more easily with the new media tools below. We can also use these same tools to provide them with content that seeks to enhance each fan’s relationship with the game, and help them connect with others: - The microblogging, mobile device-enabled platform provides an arena for NTRA to provide educational tidbits, promotions, and live on-track updates - Could be used to hold contests that reward fans who “share the thrills” with friends and family – prizes for best submissions from a group outing at the track - Race videos attract current fans, but new race-goers would benefit from more educational content, such as aforementioned video blog entries - Use to aggregate Twitter, flickr, YouTube and other web content, also provide additional materials designed to further educate a new generation of fans