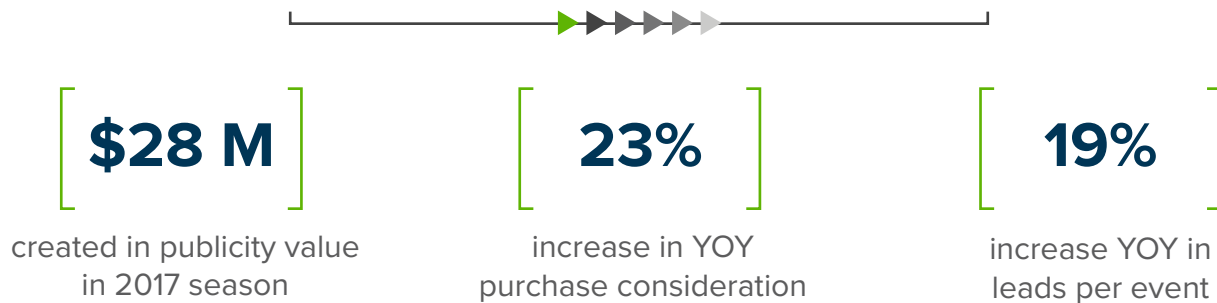


AMERICAN HONDA

The only motorsports program that puts consumers on-track



CHALLENGE

American Honda was searching for an experiential program that would connect Honda Racing fans with its in-market dealers while providing direct lead generation and consumer touch points showcasing the Honda Pace Car.

TACTICS

▶ EXPERIENTIAL MARKETING

- ▶ EVENT MANAGEMENT
- ▶ GIVEAWAY & DISPLAY CREATIVE
- ▶ BRAND AMBASSADOR MANAGEMENT
- ▶ LEAD GENERATION
- ▶ NEGOTIATION

RESULTS

Developed an activation to put race fans inside the product on the track: CHARGE developed the Honda On-Track Ticket event as an exclusive guest experience to introduce the Honda product line to those who are familiar with the Honda Racing brand through pace car rides on the track at racing speed. In 2017, CHARGE coordinated and managed the Honda On-Track event along with the relationships between Indy-Car, race promoters, American Honda, the in-market dealer and their guests at five events.

Increased consumer and in-market dealership participation: In-market Honda dealers utilize this program for test drive incentives and reward loyal customers. In 2017, CHARGE facilitated a 19% increase year-over-year on Honda On-Track Ticket experiences at race tracks, providing in-market Honda dealers valuable leads that connected the dealerships to racing fans.

Developed additional exposure value: CHARGE, by managing and facilitating the pace car program and the Honda On-Track Ticket program, developed valuable branding and social influence opportunities.

[View Customer Experience](#)