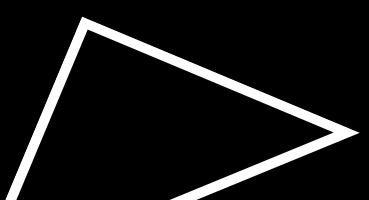
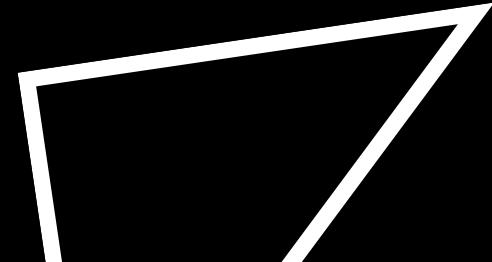


PITCH FOR

CALTEX VORTEX

BY:
CRAZY CREATIVE ASIANS AGENCY



THE KEY ELEMENTS

01

THE TEAM

02

SITUATION

03

AUDIENCE

04

OBJECTIVES

05

BIG IDEA

06

EVENT

07

STRATEGIES

08

BUDGET

THE TEAM



KARMY:
MARKETING
STRATEGIST



ANDY:
COMMUNICATIONS
DIRECTOR



MANDY:
ART
DIRECTOR



LINDA:
PROJECT
MANAGER

SITUATION

- RISING FUEL PRICES
- INTENSIVE RIVALRY
- MATURE INDUSTRY

OBJECTIVES

COGNITIVE:

- To increase knowledge of the Caltex Vortex's attributes among target audience by 20 percent measured by qualitative pre/post campaign survey

AFFECTIVE:

- To improve brand preference compared to Shell and BP by 20 percent
- Increase conversations and engagement around the brand by 15 percent

CONATIVE:

- Be #1 in retail and increase volume of sales of Caltex Vortex by 15% within 6 months

AUDIENCE



BRAND-LOYALIST BEN

- Fanatic to his car and the Supercars.
- Fiercely loyal to the brand that provide best quality consumables.
- Actively provides advice and information about cars to those around him



NOSTALGIC NEIL

- Middle-class barrister retiring in 2 years.
- Big fan of Allan Moffat when he was in his 20s
- Is now driving an Audi A5 Coupe.



KEEN KEVIN

- Had recently purchased a Volkswagen Golf as his very first car.
- Is willing to pay premium price in exchange for preservation of long-term value.
- Rather new to Supercars but is eager to find out more

THE BIG IDEA



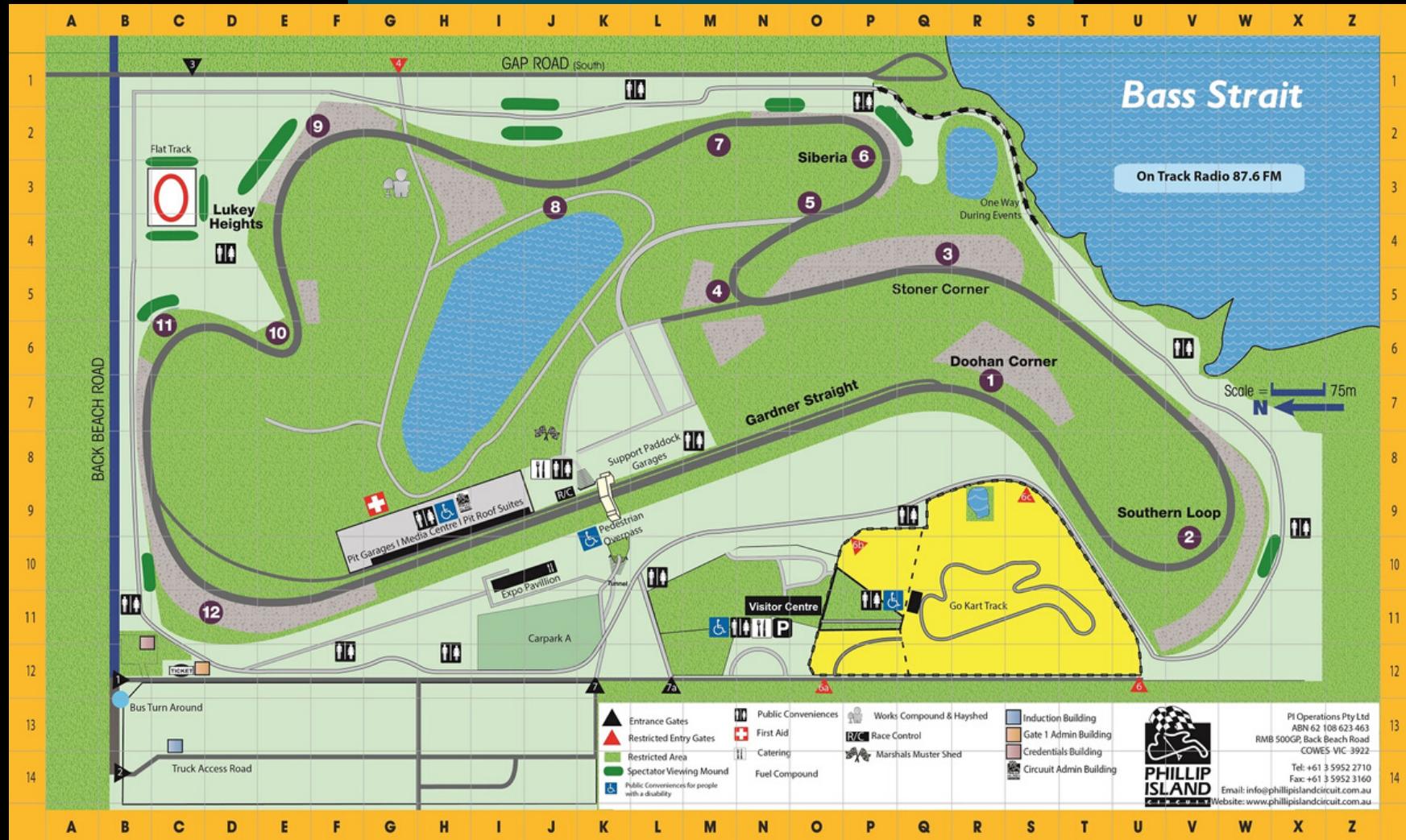


THE TIMELESS PERFORMANCE EXPO

PHILLIP ISLAND CIRCUIT



VENUE LAYOUT



MAIN ZONES

01	ENTRANCE	06	PLAYZONE
02	MAINSTAGE	07	VRRACEROOM
03	LOUNGE	08	SHOWROOM
04	STARLOUNGE	09	PERFORMANCE PARTNERS EXHIBITION
05	TIMELESS EXHIBITION	10	RACETRACK
		11	GOCART

MAIN PROGRAMMES

01

ENTRANCE

Ticket Sales/ Membership Zone

- **Starcard members:** free + 1, able to buy extra tickets at \$15 per ticket
- **Non member:**
- **Normal tickets:** \$32
- **Concession tickets:** \$22
- **Member registration:** \$35.4 - free +1, able to buy extra tickets at \$15 per ticket

MAIN PROGRAMMES

02

MAINSTAGE

Grand Launch

TechTalks

- Interesting Mechanic Talks by Services partners

Lucky Draw

- Prizes from Sponsors and Partners

Live Screening of Main Programs

- Driving with the Stars
- Press Conference
- Driving with the Stars
- The Race
- Driving Demonstration



MAIN PROGRAMMES

03

LOUNGE

Normal Entry Lounge

Bars and food (Paid with cash)

Membership application corner

Film screening for race related videos

Live Screening of main stage event

04

STARLOUNGE

Membership lounge

More extravagant interior

Bars and food (can redeem with Starpoints)

Film screening for race related videos

Live screening of main stage event

Press Conference

MAIN PROGRAMMES

05

TIMELESS
EXHIBITION

- Model of the best performance supercar at that era
- 3D backdrop themed for that era
- Show models dressed for that era
- Motorsports heritage in the era
- Built mechanical of the car
- Heritage of Calex in those years
- Multicamera photobooth at each car display



MAIN PROGRAMMES

06

PLAYZONE

Arcade of Driving Games



07

VRRACEROOM

High tech driving simulation
for adults



MAIN PROGRAMMES

08

SHOWROOM

CarPark designed like a showroom for our attendees to exhibit their cars/view others cars



09

PERFORMANCE PARTNERS EXHIBITION

Partners and Sponsors booth to showcase their partnership and performance quality throughout the years.



MAIN PROGRAMMES

10

RACETRACK

The Race

- Public registered participants to join the race and win amazing prizes.



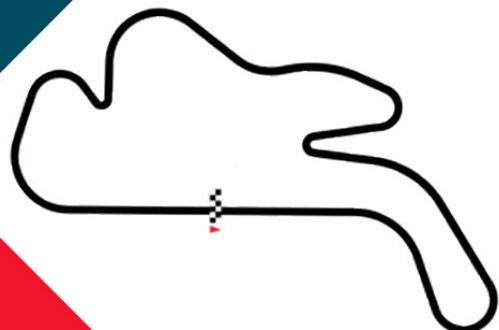
CALTEX VORTEX TIMELESS PERFORMANCE

THE RACE

EVER WANTED TO RACE LIKE A GRAND PRIX DRIVER?

WHAT YOU HAVE TO DO:

- 1) Share our official Timeless Performance poster on Facebook.
- 2) Go to our official website to sign up for The Race!



MORE INFORMATION ON:
WWW.CALTEX.COM.AU/TIMELESSPERFORMANCE



MAIN PROGRAMMES

10

RACETRACK

Driving with the Stars

- social media competition
winner have a chance to drive
with supercar winners Jamie
Whincup and Shane Van
Gisbergen and our new
sponsored team



CALTEX VORTEX TIMELESS PERFORMANCE

DRIVING WITH THE STARS

EVER WANTED TO GO FOR A
DRIVE WITH YOUR
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MAIN PROGRAMMES

10

RACETRACK

Driving Demonstration

- Driving demonstration by our new sponsored team will show the performance Caltex will provide with its fuel



CALTEX VORTEX TIMELESS PERFORMANCE

DRIVING DEMONSTRATION

19 TO 21 SEPTEMBER 2020

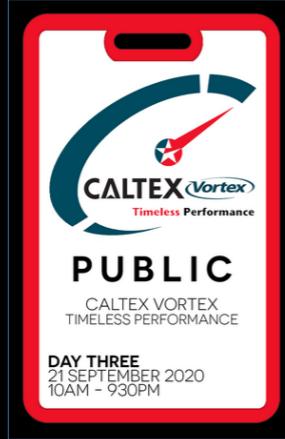
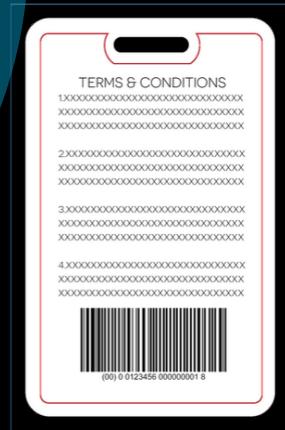
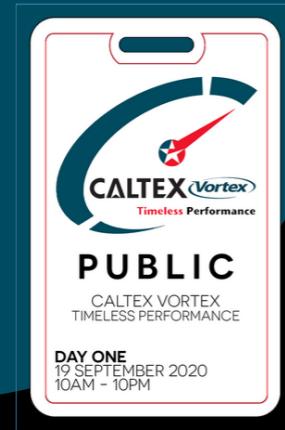
DAY ONE: 8PM TO 9PM
DAY TWO: 8PM TO 9PM
DAY THREE: 530PM TO 630PM



MORE INFORMATION ON:
WWW.CALTEX.COM.AU/TIMELESSPERFORMANCE



EVENT PASSES



EVENT LAYOUT



DAY 1 PROGRAM FLOW

Day 1 Prep			
Time	Program	Venue	Remarks
07:00	Exhibitors and Booth runners reach to set up. Volunteers arrive		
08:00	Zone 10 (parking) opens		
Day 1 Starts			
10:00	Door open: zone 1-10 open		Mainstage emcee ushers in,
11:00-11:30	Techtalks	Main stage	<ul style="list-style-type: none"> - 2 talks by 2 service partners - Will be live screened in the lounge and starlounge.
12:00-12:45	Grand launch	Main stage	<ul style="list-style-type: none"> - Introduction - Thanking of sponsors and partners - Introduction of new sponsored team - Introduction of all programs - "Ribbon cut", pop balloons <u>idk what's this called</u>
13:15-14:00	Safety briefing	Main stage	
14:00-18:00	The race preliminary rounds	Racetrack	<ul style="list-style-type: none"> - Live screened on the main stage
16:00-18:00	Press conference	Star lounge	<ul style="list-style-type: none"> - Will be live screened in the lounge.

18:30-19:30	Techtalks	Mainstage	<ul style="list-style-type: none"> - 4 talks by 4 service partners - Will be live - screened in the lounge and starlounge.
20:00-21:00	Driving demonstration	Racetrack	
21:00	MC announce closing		
21:30	MC 2nd announcement of closing		
21:45	MC 3rd announcement of closing		
22:00	Closing		

DAY 2 PROGRAM FLOW

Day 2 Prep			
Time	Program	Venue	Remarks
09:00	Exhibitors and Booth runners reach to set up		
09:30	Volunteers arrive		
Day 2 Starts			
Time	Program		Remarks
10:00	Door opens and All zones start running		Mainstage emcee ushers in
11:00-15:00	Semifinals for The Race	Racetrack	Livescreen on mainstage, lounge and starlounge
15:30-16:30	Driving with the stars	Racetrack	
17:30-19:30	Techtalks	Mainstage	<ul style="list-style-type: none">- Will be live- Screened in the lounge and starlounge.- 8 talks by 8 service speakers
20:00-21:00	Driving demonstration	Racetrack	
21:00	MC announce closing	Mainstage	
21:30	MC 2nd announcement of closing	Mainstage	
21:45	MC 3rd announcement of closing	Mainstage	
22:00	Closing	Mainstage	

DAY 3 PROGRAM FLOW

Day 3 Prep			
Time	Program	Venue	Remarks
09:00	Exhibitors and Booth runners reach to set up		
09:30	Volunteers arrive		
Day 3 Starts			
Time	Program		Remarks
10:00	Door opens and All zones start running		Mainstage emcee ushers in
11:00-15:00	Finals for The Race	Racetrack	Livescreen on mainstage, lounge and starlounge
15:00-17:00	TechTalks	Mainstage	<ul style="list-style-type: none">- Will be live- Screened in the lounge and starlounge.- 8 talks by 8 service speakers
17:30-18:30	Driving demonstration by Winners and prize presentations by stars	Racetrack and mainstage	
19:00	Sponsor and partners exhibition close, racetrack close	Performance partners exhibition	
20:30	MC announce closing	Mainstage	
21:00	MC 2nd announcement of closing	Mainstage	
21:15	MC 3rd announcement of closing	Mainstage	
21:30	Closing	Mainstage	

AFTERPARTY PROGRAM FLOW

Afterparty		
Time	Activity	Remarks
19:30-20:30	Registration and buffet dinner	
20:30-20:45	Gather audiences into the presentation room	
20:45-20:55	Thank you speech	
20:55-22:00	Certificate presentation, 1min speech and phototaking with team, sponsors, partners, The race semi finalist and winners and VIPs	
22:00-23:00	Networking and free and easy	

01

BUILDING AWARENESS

PHASE ONE

PAID MEDIA

- FACEBOOK ADS
- PAID INSTAGRAM ADS
- INFLUENCER MARKETING (A SPOKESPERSON FROM THE LEADING SPORTSCAR TEAM)

OWNED MEDIA

- EVENT WEBSITE
- SOCIAL MEDIA PAGE
AND EVENT PAGE
- CRM:NEWSLETTERS
- SEO

POSTER EXAMPLES



CALTEX
AUSTRALIA

CALTEX *Vortex*
Timeless Performance

2020

Vortex
Premium fuels

HIGH OCTANE
FRICTION REDUCER
CLEANING AGENT
RUST INHIBITOR
FOAM INHIBITOR



CALTEX AUSTRALIA PROUDLY PRESENTS

CALTEX *Vortex*
Timeless Performance

JOIN US FOR TIMELESS FUN
AS WE CELEBRATE
SUPERCARS

SEPTEMBER 19 TO 20, 2020 | 10 AM TO 10 PM
SEPTEMBER 21, 2020 | 10 AM TO 930 PM
PHILLIP ISLAND CIRCUIT
CALL (034) 556-790 FOR TICKET BOOKING

BRIDGESTONE **HYUNDAI** **MARSHALL**
Batteries **O'Brien**
AutoGlass

BUSINESS **TOYOTA** **Uber** **Woolworths**

Rewards

EVENT WEBSITE

www.caltek.com.au/timlessperformance

HOME ABOUT THE RACE BOOKINGS FAQS CONTACT US

SPONSORS

BRIDGESTONE

HYUNDAI

MARSHALL

O'Brien

BUSINESS REWARDS

TOYOTA

Uber

woolworths

STARCARD MEMBERS GET DISCOUNTED RATES

CLICK HERE TO FIND OUT MORE

EVENT PACKAGES

3-DAY PASSES

SINGLE DAY TICKETS
DAY ONE

SINGLE DAY TICKETS
DAY TWO

SINGLE DAY TICKETS
DAY THREE

SHARED MEDIA

- PRESS RELEASE
OF CAMPAIGN

INCREASING BRAND EQUITY AND WORD OF MOUTH

PHASE TWO

OP2

OWNED MEDIA

- SOCIAL MEDIA COMPETITION
- POSTING POSTERS OF DIFFERENT ZONES OF EVENTS TO ELICIT EXCITEMENT ON SOCIAL MEDIA
- ENGAGING WITH THE ONLINE COMMUNITY

SOCIAL MEDIA COMPETITION

CALTEX VORTEX TIMELESS PERFORMANCE

DRIVING WITH THE STARS

EVER WANTED TO GO FOR A DRIVE WITH YOUR FAVOURITE SUPERCAR STAR?



WHAT YOU HAVE TO DO:

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POSTER EXAMPLES

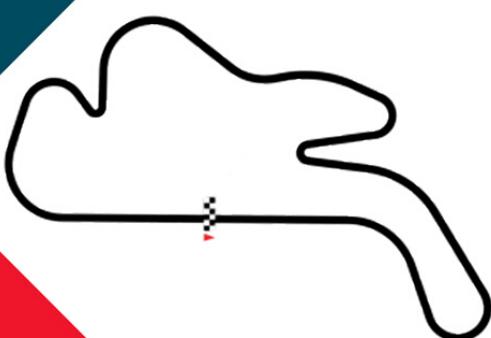
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CALTEX Vortex
Timeless Performance

CALTEX VORTEX TIMELESS PERFORMANCE

TIMELESS FUN

COME JOIN US FOR A WEEKEND PACKED WITH FUN-FILLED ACTIVITIES

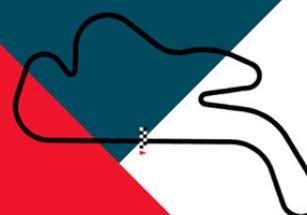
DRIVING SIMULATION
Experience what it is like to be a real Grand Prix driver with VR simulators.

EXHIBITIONS
Celebrate with Caltex the evolution of supercars!

THE RACE
Race on the Grand Prix track.

DRIVING WITH THE STARS
Get upclose and personal with your favourite drivers.

KID'S CORNER
Don't worry about the kids, we have a supercar arcade just for them!



MORE INFORMATION ON:
WWW.CALTEX.COM.AU/TIMELESSPERFORMANCE

CALTEX Vortex
Timeless Performance

POSTER EXAMPLES

CALTEX VORTEX TIMELESS PERFORMANCE

DRIVING DEMONSTRATION

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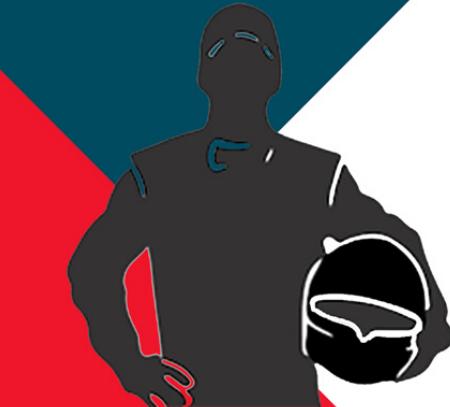
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CALTEX VORTEX TIMELESS PERFORMANCE

DRIVING WITH THE STARS

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MORE INFORMATION ON:
WWW.CALTEX.COM.AU/TIMELESSPERFORMANCE



POSTER EXAMPLES

CALTEX VORTEX TIMELESS PERFORMANCE

THE RACE

JUST LIKE

BEN MACKENZIE

YOU CAN BE A RACER TOO!



FATHER OF 3
AGE 45
FAVOURITE TEAM: XXX
HOBBIES: COLLECTING SUPERCARS

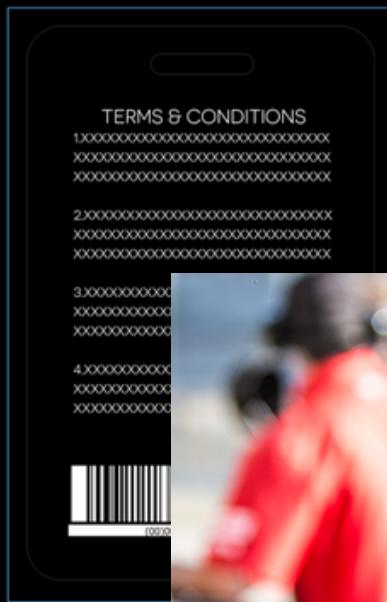
MORE INFORMATION ON:
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 CALTEX Vortex
Timeless Performance

EARNED MEDIA

- TRADITIONAL PUBLICITY
MENTIONS IN MEDIA OUTLETS
- MENTIONS IN DIGITAL MEDIA
OUTLETS
- POSTS IN ONLINE COMMUNITIES
AND WOM CONVERSATIONS
- PR PACKAGE

PR PACKAGE



PUBLICITY MENTIONS



BUILDING ON MOMENTUM DURING THE EVENT

PHASE THREE

03

PHASE THREE

- CREATING FOMO CONTENT ON SOCIAL MEDIA
- LUCKY DRAW
- SPONSORED TEAM TO POST ON THEIR OWN SOCIAL MEDIA
- POSTS ON SOCIAL NETWORKS BY VISITORS

POST-EVENT MARKETING

PHASE FOUR

04

PHASE FOUR

- CREATING A PRESS RELEASE, POST-REPOST AND VIDEO TO SHARE
- SHARE INTERVIEW OF THE RACE WINNERS ALONG WITH SPONSORED TEAM ON SOCIAL MEDIA
- CONTINUING TO SHARE CONTENT ON SOCIAL MEDIA CHANNELS

Event Timeline

Month	week	Event Action	Marketing action
1	1	<ul style="list-style-type: none">- Apply for event permit- Source and confirm required contractors & Contact sponsors/partners for sponsorships and collaborations	
	2		
	3		
	4		
2	5		
	6	<ul style="list-style-type: none">- Confirm required contractors and venue	
	7	<ul style="list-style-type: none">- Double check details of event	
2,3,4	8-12	<ul style="list-style-type: none">- Confirm details of event and build time	Phase 1
	13-16		Phase 2
5	17	<ul style="list-style-type: none">- Set up (2 days)- Event (3 days)- Tear down (2 days)	Phase 3
	18-40		Phase 4

BUDGET

Campaign	Ad Budget for General Promotions		
	Event Promotion on Social Media		
		FaceBook (8/day, sporadically spread across 20 days)	
		Instagram (4/day, sporadically spread across 20 days)	265
		Twitter (2.5/day, sporadically spread across 10 days)	
Ad Budget for Event	Event Promotion in Tram Stops	JCDecaux Australia - Quote budget at:	25,000
	Event Promotion on Social Media	FaceBook (10/day, sporadically spread across 15 days)	
		Instagram (6/day, sporadically spread across 15 days)	257.5
		Twitter (2.5/day, sporadically spread across 7 days)	
Manpower	Organisers (5)	Team of 5, 80/hour	
		Day 1: 15 hours, 5 organisers on site, can be on rotation	
		Day 2: 13 hours, 5 organisers on site, can be on rotation	16,200
		Day 3: 12.5 hours, 5 organisers on site, can be on rotation	
	Interns (8)	8 interns on site, can be on rotation	0
	Volunteers		0
Event	Venue	Racetrack Rental based on Practice Day: 275/car, 10 cars	
	Manpower	Rental of Space Quote total budget at:	32,750
	Showmodels (10)	57/hour	
		Day 1: 6 hours, 10 models on site, can be on rotation	
		Day 2: 6 hours, 10 models on site, can be on rotation	10,260
		Day 3: 6 hours, 10 models on site, can be on rotation	
	Volunteers (20)	20 volunteers on site, can be on rotation	0
	AV Team (3)	Exponet - Quote budget at:	
	Exhibition Supplier : Set-Up Contractor		75,000
	Security (15)	55/hour	
		Day 1: 15 hours, 15 security on site, can be on rotation	
		Day 2: 13 hours, 15 security on site, can be on rotation	
		Day 3: 12.5 hours, 15 security on site, can be on rotation	36,300
		Afterparty: 3.5 hours, 15 security on site, can be on rotation	
	Emcee (1)	By Melbourne Entertainment - Quote budget at:	
		Supplier - Hyperdrive	5000
		X-RS 50 VR/day - \$600, 20 sets	
		Sponsored by Arcade Classics	12,000
			0
	Virtual Reality Simulation		
	Playzone for Kids		
	Food for Manpower (65)	By Your Private Chef	
		Day 1: Lunch (Individual lunch box to go) - 17.50	
		Day 1: Dinner (Hot Food Station - Burger Bar) - 23.90	
		Day 2: Lunch (Individual lunch box to go) - 17.50	
		Day 2: Dinner (Hot Food Station - Souvlaki Bar) - 23.90	8,073.00
		Day 3: Lunch (Individual lunch box to go) - 17.50	
		Day 3: Dinner (Hot Food Station - Mexican Burrito Bar) - 23.90	
	Water for Manpower (1200 for 3 days)	By Custom Water - 0.95/bottle	
	Printing of Admission Passes, Media/Staff Passes & Lanyards (9,601)	By SmartyPass	1,140
		4 Types of Lanyards - (Day 1,2,3: 0.29), (Media/Staff Pass: 0.5) + 49 set up fee	
		4 Types of Passes - (Day 1,2,3: 0.26), (Media/Staff Pass: 0.74) + 49 set up fee	15,898
	Event Permit	By Fresh Photography	
		Full Day Coverage (10 Hours) - 3,450	4,125
		3 on site, can be on rotation	
	Photographer	Photographers (3)	
		By Custom Trophies	
		5 GOLD ROMASERIES Cups - 161.45 each, 10% discount	10,350
	Afterparty		
	Trophies for Winners		
	Buffet dinner for attendees (250)	Buffet Package - Gourmet Carvery Station Gluten Free Succulent Roasts & Salads - 3	726.525
			8,750
			26,209.5265



**THANK
YOU**

