



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 year.
- Big fan of Allan Moffet 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



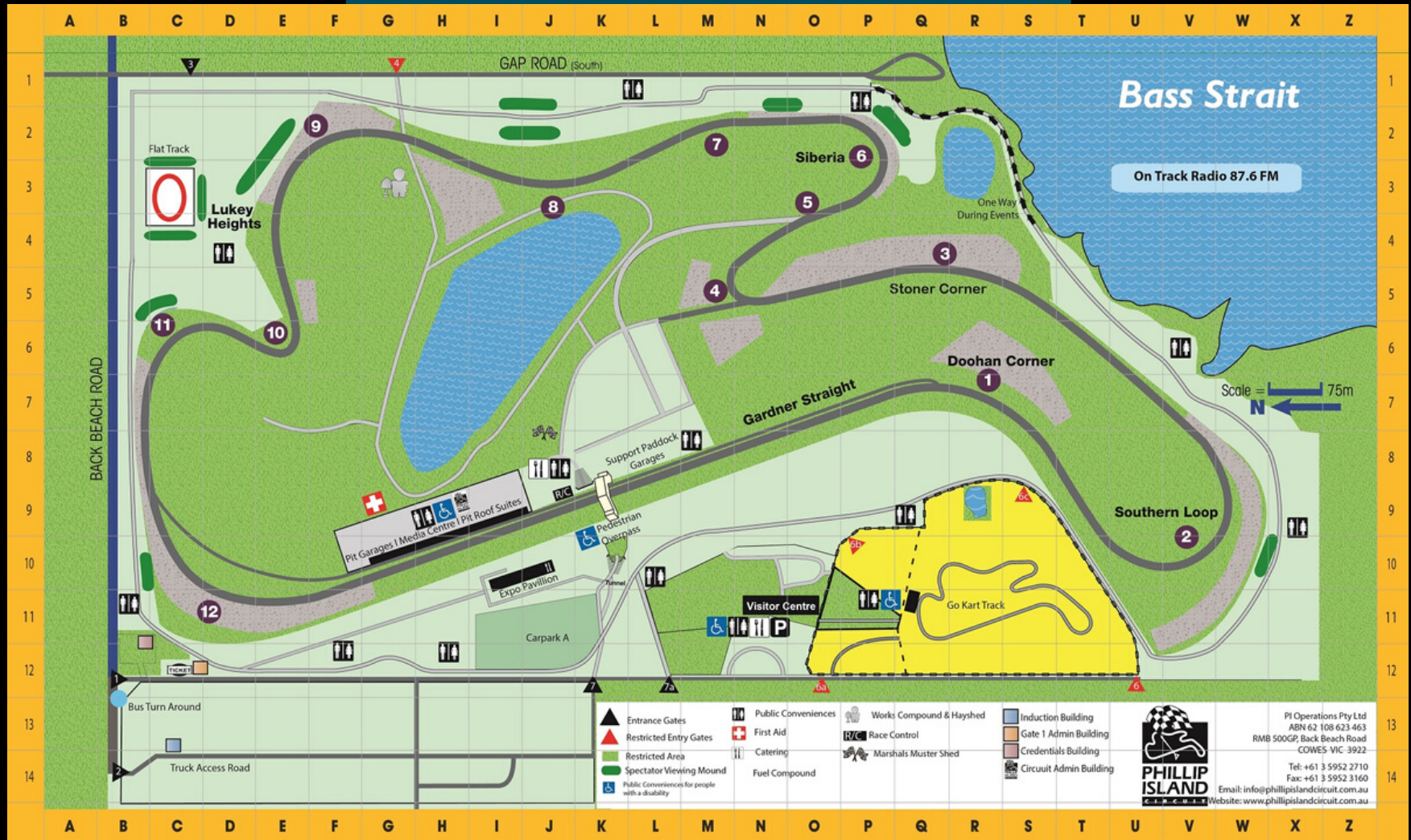


THE TIMELESS PERFORMANCE EXPO

PHILLIP ISLAND CIRCUIT



VENUE LAYOUT



MAIN ZONES

01

ENTRANCE

02

MAINSTAGE

03

LOUNGE

04

STARLOUNGE

05

**TIMELESS
EXHIBITION**

06

PLAYZONE

07

VRRACEROOM

08

SHOWROOM

09

**PERFORMANCE
PARTNERS
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 Caltex 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.



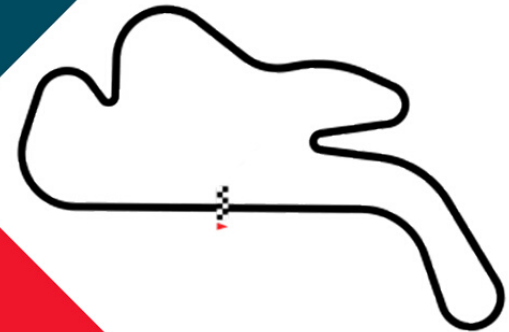
CALTEX VORTEX TIMELESS PERFORMANCE

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
FAVOURITE SUPERCAR STAR?

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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

The image displays eight Caltex Vortex event passes for the 2020 event, arranged in two rows of four. The passes are for Media & Staff, Public, and Day One, Two, and Three. Each pass includes the Caltex Vortex logo, event details, and a barcode.

Row 1 (Top):

- Media & Staff:** ALL DAY PASS, 19 - 21 SEPTEMBER 2020, 8AM - 1145PM.
- Public:** DAY ONE, 19 SEPTEMBER 2020, 10AM - 10PM.

Row 2 (Bottom):

- Public:** DAY TWO, 20 SEPTEMBER 2020, 10AM - 10PM.
- Public:** DAY THREE, 21 SEPTEMBER 2020, 10AM - 930PM.

Each pass also includes the Caltex Vortex logo, the text "Timeless Performance", and a barcode.



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 idk whats this called
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


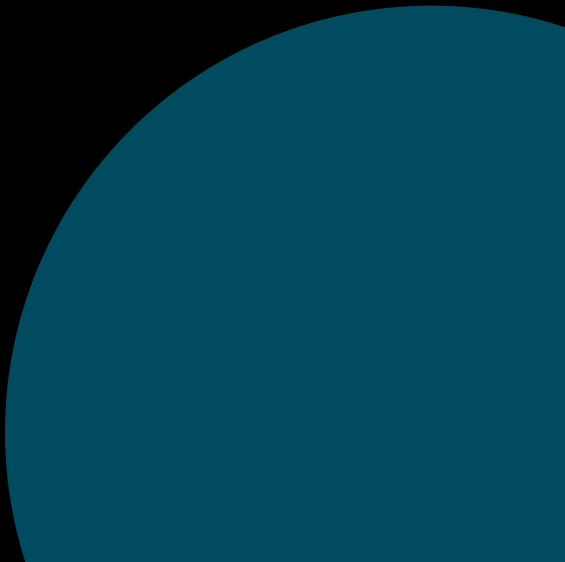


PAID MEDIA

- 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



A poster for Caltex Australia 2020. The background is a blurred image of a race car. The text 'CALTEX AUSTRALIA' is at the top in large white letters. Below it is a large blue 'C' logo with a red star and checkmark inside. The text 'CALTEX Vortex' and 'Timeless Performance' is below the logo. At the bottom left, '2020' is written in large blue numbers. To the right of '2020' is the 'Vortex' logo and 'Premium fuels'. Further right, a list of benefits is provided: HIGH OCTANE, FRICTION REDUCER, CLEANING AGENT, RUST INHIBITOR, and FOAM INHIBITOR.

CALTEX AUSTRALIA

CALTEX Vortex
Timeless Performance

2020

Vortex
Premium fuels

HIGH OCTANE
FRICTION REDUCER
CLEANING AGENT
RUST INHIBITOR
FOAM INHIBITOR



A poster for Caltex Australia 2020. The background is a blurred image of a race track. The text 'CALTEX AUSTRALIA PROUDLY PRESENTS' is at the top. Below it is a large blue 'C' logo with a red star and checkmark inside. The text 'CALTEX Vortex' and 'Timeless Performance' is below the logo. In the center, the text 'JOIN US FOR TIMELESS FUN AS WE CELEBRATE SUPERCARS' is written. Below this, the event dates and location are listed: SEPTEMBER 19 TO 20, 2020 | 10 AM TO 10 PM, SEPTEMBER 21, 2020 | 10 AM TO 930 PM, PHILLIP ISLAND CIRCUIT. Below the dates, the text 'CALL (034) 556-790 FOR TICKET BOOKING' is written. At the bottom, a row of logos is displayed: BRIDGESTONE, HYUNDAI, MARSHALL Batteries, O'Brien AutoGlass, BUSINESS REWARDS, TOYOTA, Uber, and Woolworths.

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 REWARDS **TOYOTA** **Uber** **Woolworths**

EVENT WEBSITE

www.caltex.com.au/timelessperformance

HOME ABOUT THE RACE BOOKINGS FAQS CONTACT US

CALTEX (Morton)
Timeless Performance

SPONSORS

BRIDGESTONE

HYUNDAI

MARSHALL
Exteriors


O'Brien
AutoGlass

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

02



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:

- 1) Share our official Timeless Performance poster on Facebook.
- 2) Post a photo with Caltex Vortex on Facebook and Tell us why we should choose you to go for a ride with your favourite supercar star!

MORE INFORMATION ON:
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POSTER EXAMPLES

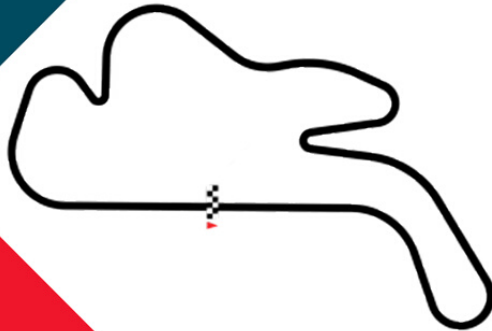
CALTEX VORTEX TIMELESS PERFORMANCE

THE RACE

EVER WANTED TO RACE LIKE
A GRAND PRIX DRIVER?

WHAT YOU HAVE TO DO:

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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



POSTER EXAMPLES

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



CALTEX VORTEX TIMELESS PERFORMANCE

DRIVING WITH THE STARS

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

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Caltex Vortex on
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us why we should
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favourite
supercar star!



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!


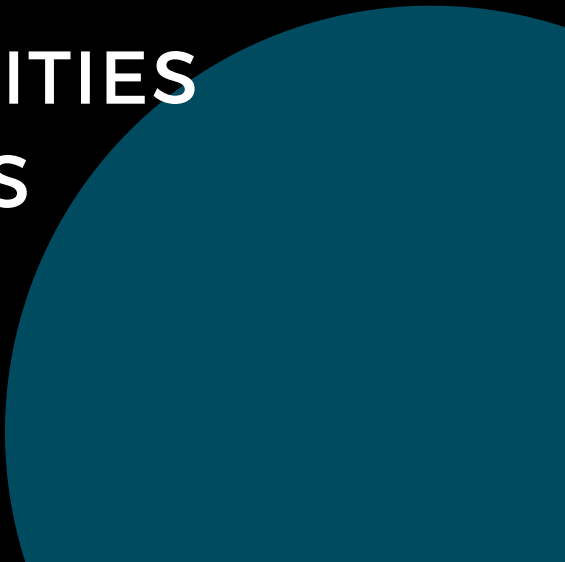
FATHER OF 3
AGE: 45
FAVOURITE TEAM: XXX
HOBBIES: COLLECTING SUPERCARS

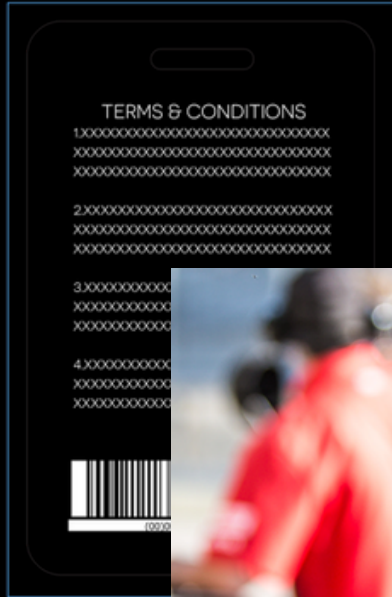
MORE INFORMATION ON:
WWW.CALTEX.COM.AU/TIMELESSPERFORMANCE





EARNED MEDIA

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

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	Post event marketing	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	32,750
	Manpower		Rental of Space Quote total budget at:	
		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)		
		Exhibition Supplier : Set-Up Contractor	Exponet - Quote budget at:	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:	5000
	Virtual Reality Simulation		Supplier - Hyperdrive	
			X-RS 50 VR/day - \$600, 20 sets	12,000
	Playzone for Kids		Sponsored by Arcade Classics	0
			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	
			By Custom Water - 0.95/bottle	1,140
			By SmartyPass	
			4 Types of Lanyards - (Day 1,2,3: 0.29), (Media/Staff Pass: 0.5) + 49 set up fee	15,898
			4 Types of Passes - (Day 1, 2, 3: 0.26), (Media/Staff Pass: 0.74) + 49 set up fee	4125
			By Fresh Photography	
			Full Day Coverage (10 Hours) - 3,450	10,350
			3 on site, can be on rotation	
	Afterparty			
	Trophies for Winners		By Custom Trophies	
			5 GOLD ROMASERIES Cups - 161.45 each, 10% discount	726.525
	Buffet dinner for attendees (250)		Buffet Package - Gourmet Carvery Station Gluten Free Succulent Roasts & Salads - 3	8,750
				262095.265

**THANK
YOU**

