

GRAND PRIX LDD CREATIVE CASE STUDY

WHEN IT RAINS...IT POURS!

BACKGROUND

The Grand Prix is an indoor Go Kart track that recently opened in Greensboro, North Carolina. They have high-end machines that cater to every demographic from high school and college to corporate retreats.

CREATIVE STRATEGY

To begin their launch in the market, we ran generic brand awareness creative. However, the first week of their campaign, they had a very rainy day. Instead of just having a slow day due to the weather, we decided to take this problem and come up with a creative solution. We posted the question and answer creative that read:

Problem: Rain

Solution: Indoor Kart Racing

The problem/solution copy went over so well that we decided to create another design to combat boredom.



Problem: Rain

Solution: Indoor Kart Racing

Grand Prix Greensboro Gallimore Dairy Rd.

Problem: Boredom

Solution: Indoor Kart Racing

Grand Prix Greensboro Gallimore Dairy Rd.

RESULTS

As a result of the "Rainy Day" creative, people **POURED** into the track. Lamar gave the public a new idea of something fun to do when the weather was dreadful. The client **LOVED** it. His business increased and his overall public awareness increased through word-of-mouth from new and existing customers. The client was even more blown away by the fact that in just a couple of hours we created a design and had it running live on the street. There is literally no other mass media in the country that can do what Lamar Digital Displays have done for this customer's local business in Greensboro.