

Toyota Racing Series



The brief

Toyota Racing Series (TRS) New Zealand is recognised as a premier motorsport syndicate delivering the next generation of world class drivers, and each year there is an opportunity to put New Zealand in the spotlight once again and produce a credible series relative to global categories. Wright Communications was tasked with generating significant profile for the TRS 2015/2016 - the first time an external supplier had been contracted to assist, and with high expectations around an incremental increase in mainstream and mass market media coverage.

The Wright approach

The team collaborated with Toyota to ensure best approach to content planning and writing, which would include:

- Background/Interest stories on local and international drivers (mid-week and preseason)
- End of race day summaries highlighting the action and winners (during season)
- International Toyota motorsport summaries/news
- Graduate success stories
- TRNZ industry news

Work began with regular announcements in November and December 2015 about the local and international drivers who would be competing, leading into regular stories being fed to

all media outlets for five consecutive weekends once racing started (broadcast, print and online).

Outcomes

A total of 802 media reports mentioned the Toyota Racing Series over the 2015/2016 TRS build-up and race period. This coverage had a cumulative potential audience/circulation of 19,903,279.

Work on this project netted Wright Communications Account Director John Coker 'Motorsport Communicator of the Year' at Motorsport New Zealand's annual awards.

Client satisfaction

Terri Dunn, Communications Coordinator at Toyota New Zealand says that 2015/2016 was deemed one of the most successful motorsport seasons to date at the time, and whilst final numbers are not yet available, the 2016/2017 series just completed looks to have topped our earlier success.

"We've had a relationship or a partnership really with Wright Communications for a decade now. In terms of how it all started - it started really from a sustainability perspective. As times gone on we've just expanded our relationship to include all sorts of PR and communications. So that now covers a lot of our product, what we're doing from a corporate perspective. It's expanded into our motorsport portfolio which has been really important for us over the last five or six years particularly, so it's now a really broad range of services. When I think about values, a lot like Toyota we work on a respect for people and a continuous improvement philosophy and that's something that we've certainly seen in the partnership we've had with Wright Communications, so that really helps."

Andrew Davis – General Manager UV & Marketing, Executive, Toyota New Zealand Limited