



THIS IS MAY:

Indianapolis Motor Speedway



Challenge:

Each year, the Indianapolis community embraces the energy, tradition, and excitement of the Month of May. Passion and anticipation for the Indy 500, however, can overshadow the rest of the month's events: INDYCAR Grand Prix, Practice, Qualifications, Carb Day and Legends Day all struggle to break through, earn attention and generate attendance.

The Indianapolis Motor Speedway needed to sell tickets to all events throughout May – including the Indy 500. So MKR needed to develop a strategy that leveraged interest in the 500 to build excitement for IMS' entire Month of May calendar.

Approach:

We proposed promoting the entire Month of May as a state of mind, with numerous reasons to join the excitement – culminating in the world's largest single-day sporting event, the Indianapolis 500.

We developed a standout creative platform based on the emotional benefits of the entire month of May in Indiana – coupled with insight into motivations and unmet needs of the Race Attendee (20%) and Entertainment Seeker (80%) segments who comprise the target audience.

Outcomes:

- Month of May ROI +20% year-over-year
- February ticket sales + 50% year-over-year
- Q1 Ticket sales + 23% year-over-year
- Race Day Hospitality: SOLD OUT

Creative Platform:

Words fail to express what May means in Indianapolis.

**RACING.
MUSIC.
PARTYING.
CIVIC PRIDE.**

It's all those things – and a lot more. This year, let's fuel anticipation and build excitement leading up to the Greatest Month in Racing, reminding people not just how it looks, but how it feels. And let's underscore all those emotions with three words that capture the singularity of the overall experience.

THIS IS MAY.

And there's nothing else like it.