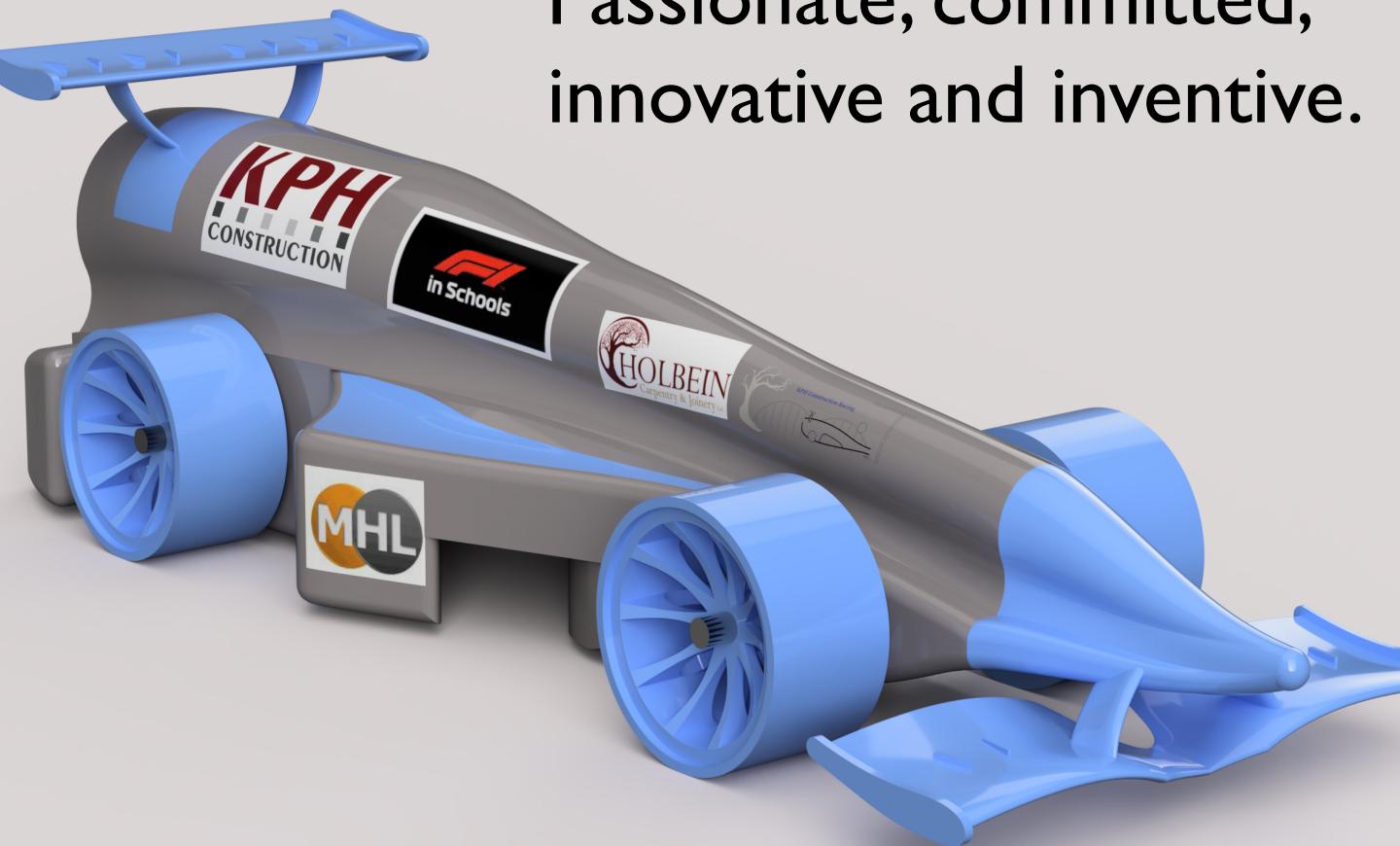


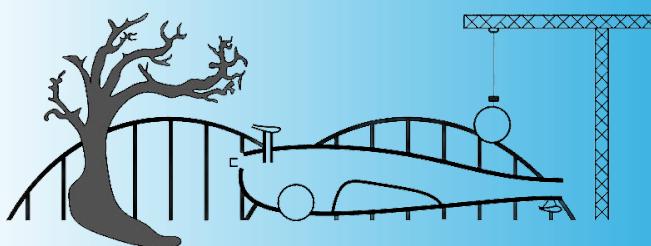


Passionate, committed,
innovative and inventive.

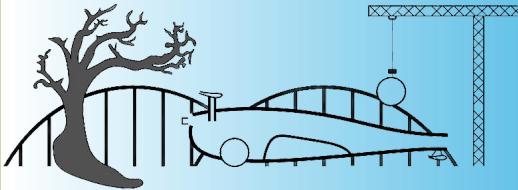


Marketing, Sponsorship & Digital Media

KPH Construction Racing



1. Social Media
2. Demographics
3. Sponsorship
4. Marketing



SOCIAL MEDIA

Introduction

To broaden the awareness of our F1 in Schools project, Team KPH Construction Racing has set up social media accounts on Instagram, Facebook and Twitter. To reach the largest numbers of people, we chose these particular platforms as they seemed to have the greatest popularity in Ireland. Facebook and Twitter are widely used, especially amongst the older generations, whilst Instagram is still hugely popular with young people in our particular area. We recognised that these apps also provided the necessary tools to analyse our demographics and to receive detailed feedback. We believed that using these platforms regularly would allow us to update our target audience on our progress and any milestones achieved, whilst promoting general awareness of our name, logo and objectives. Our strategy involved posting different combinations of image and information between the different social media accounts to reach a larger audience, and we have already found that depending on the platform, different updates and images got different responses. We feel that by varying the content that we post, we can ensure that it is as well-received information as possible; resulting in an increasing audience size the more times we post.

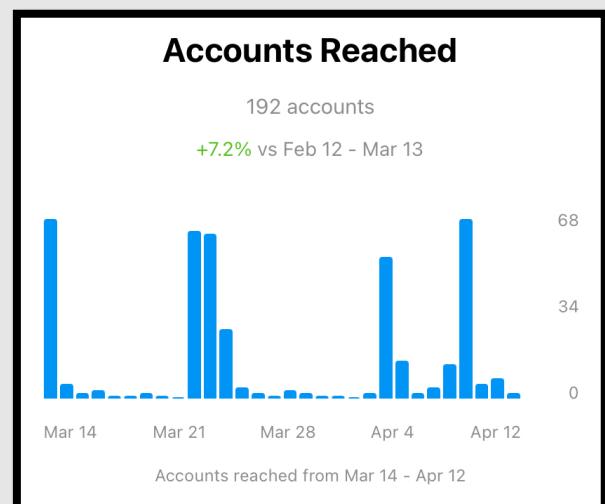
Strategy

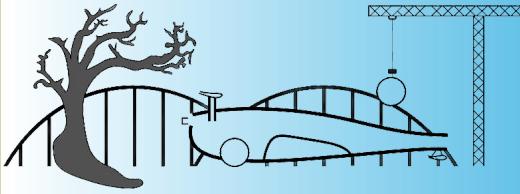
Our posting strategy has generally been to post between 6 pm to 9 pm as we identified that these were the most active times for our followers, something that we saw especially on Instagram's "insight" function and by using this tool we were able to ensure that we reached most accounts at peak time rather than just getting lost in the feed. The investment into creating social media accounts was successful as these strategies helped us get our name, logo and ideas out to our target audience of the rural communities in Ireland thus helping in the promotion of our competition entry, our school, our sponsors and STEM subjects in general.



Pandemic

In the current pandemic situation, there has been a huge increase in the use of social media, and it seemed clear that using such platforms to publicize our project would be particularly useful in reaching our target audience in secondary school, with the knock-on effect that we would help to spread greater awareness of the importance of, and interest in STEM subjects.

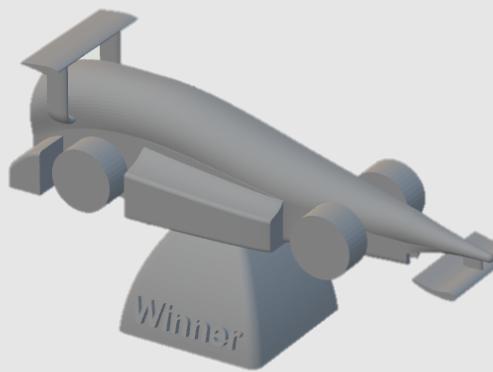




DEMOGRAPHICS

Introduction

Early on in the project, we decided that the local and rural communities around Ireland were the best audience to target. We are based in a small rural town and have a good understanding of what life is like in these communities. Opportunities for extracurricular STEM activities are not that common, so we wanted to promote the awareness of this project in similar communities to ours, to show what is available and the opportunities that such projects can lead to.



STEM

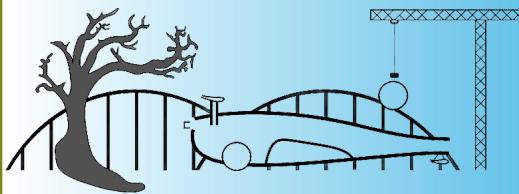
Science, Technology, Engineering and Mathematics (STEM) are playing an ever-greater role in the life of rural Ireland, which traditionally has been focussed on agriculture and farming. In today's world, it has become increasingly important that the breakthroughs made in these areas are used to enhance not only the productivity of Irish agriculture but also its impact on the ecology and biodiversity of the countryside.

Virtual Events

Another strategy that we used to keep our following interested and to keep them interacting was to run a couple of competitions, a giveaway raffle and a quiz. The raffle comprised of a picture post where individuals were required to like, share and comment to be in with a chance of winning; the prize was a 3D printed model of our car. We also designed a quiz, based on STEM subjects and linked it in our social media bio; whoever completed it and got the highest score won a voucher for a local café that is very popular in our town, but especially with the students from our school. Both the competitions received good feedback and attention.

Target Audience

To develop and grow our audience, we started small and followed people from our local area, inviting them to follow and like us on Instagram Facebook and Twitter. To date, we have received the greatest interaction on Instagram, which seems to be the most popular platform amongst the young people in our area who are interested in STEM subjects. Setting up Instagram as a business allowed us to see the demographics of our audience and the numbers of people that were seeing the content posted. We also increased viewership on our posts by adding hashtags along with the post so that it would hopefully appear on the suggested area of the respective social media platform. To keep our audience engaged with us and to also expand our readership, we have posted regularly on the progress that the team is making. We have included concept designs of the car, computational fluid dynamic simulations, updates on sponsorships that we have received competition details and results together with details of the news articles that the team has been featured in. To increase our following further, we have also linked our handles on our official website as well as adding the website link to our social media bio so that our followers can easily discover more information about the team should they so wish.



SPONSORSHIP

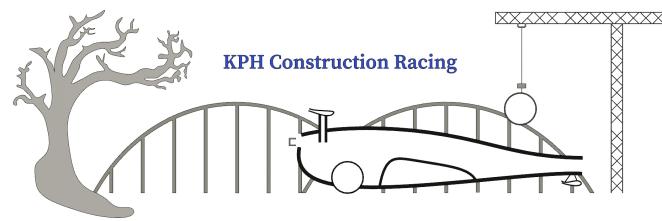


Approach

Due to the COVID-19 pandemic and the financial constraints that many businesses are experiencing during this difficult period of our history, we felt strongly that all sponsors regardless of the level of their financial contribution would receive all of the resulting returns on investment on an equal footing. We believed firmly that any contribution in this difficult time was appreciated greatly and this is reflected in our sponsorship arrangements. This resulted in a lack of a clear sponsor tier structure, often seen in many teams. The package received by each sponsor consisted of promotion through our different social media platforms, a dedicated page on our website, promotion of their brand during team media events and the inclusion of their brand into the team merchandise. We did, however, create a title sponsor spot for a sponsor who went beyond the call of duty. The benefit they received, as a result, was strictly limited to the naming rights of the team. After reaching out to several businesses we secured three offers, KPH Construction, Holbein Carpentry and Joinery, and MHL Consulting Engineers. KPH Construction received the title sponsor position, and as such, acquired the naming rights to the team.

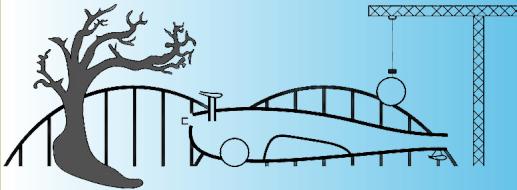
Introduction

For the necessary funding that we required, we chose to reach out to local businesses and companies to see who would be interested in sponsoring our team. We believed that local firms with knowledge of the area and our school would be the most interested, as with the emphasis on “staying local” a theme that has been greatly increased due to lockdowns, that it might increase their business further.



Logo Development

Developing the logo was another key element in our marketing strategy, providing the team with a strong, recognizable identity that would be the face of the team. Initially, we found it difficult to settle on a design as there were a large plethora of options to consider. The logo would ultimately come to represent the ideas of our team, and what we hope to achieve. The bridge represents our locality, but it is also a symbol of unity as we hope to bridge the scientific literacy gap between rural and urban Ireland. The tree represents our sponsor, Holbein Carpentry & Joinery, and the growth we made in the last few months. The crane represents MHL Consulting Engineers and the better and improved Formula One car that we built. All of these aspects contribute to a distinct, and memorable representation of our team and our goals.



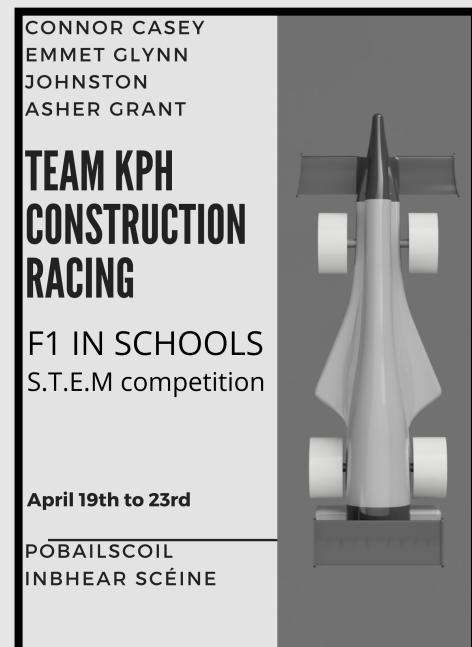
MARKETING

Poster Campaign

To further promote awareness of our competition entry amongst pedestrians in the town and those who don't have access to the internet, we contacted a local graphic designer. We closely collaborated with her in the making of a poster to place around the local area of Kenmare. She provided us with professional insight and helped us with the design of a poster that clearly displayed all the relevant information. We considered the best size for a poster, and the various permutations of interesting and relevant designs required to best display the information about the competition, our product and ourselves as a team. We aimed to convey to anyone looking at the poster exactly what we were doing and why, and to communicate the team's objective to help increase our outreach even further. Adobe Illustrator is an excellent piece of software and is extremely useful in the creation of graphic designs for posters. It is also very detailed in what you can do, so for this reason, it was perfect for our needs.

Traditional Mainstream Media

Because of the rural nature of our target audience, we knew that it was likely that some people would not always have a reliable internet connection or even be on social media, so, to be able to reach more people, we reached out to local newspapers and radio stations to see if they would cover us in an article or interview. This strategy succeeded and we were able to secure an article in our local newspaper "The Kenmare News" and one in the county publication "Kerry's Eye" which has a readership across the whole of Kerry. We were also accepted to be on Kerry Radio for a short interview outlining the competition, our team and what our goals were. This media coverage seemed to greatly increase awareness about both our team and the competition, which was our goal.



Kerry Students' Fast and Furious F1 Brain Challenge – February 25th, 2021

By Admin - 25th February 2021

The screenshot shows a news article from 'KERRY TODAY' with the title 'Kerry Students' Fast and Furious F1 Brain Challenge – February 25th, 2021'. Below the title, there are social sharing icons for Facebook, Twitter, and Google+. The main content area features a large image of a Formula 1 car with the text 'KERRY TODAY' and 'WITH Jerry O'Sullivan PODCAST' overlaid. At the bottom is a logo for 'KERRY TODAY' with a crown icon.

The screenshot shows a news article from 'Kenmare News' with the headline 'Good luck to Pobalscoil Inbhear Scéine students Connor Casey, Emmet Glynn Johnston and Asher Grant 'Team KPH Construction Racing' who have entered the F1 in Schools competition'. The article discusses the team's qualifications for the national final and their preparation for the competition. It quotes Connor Casey, Emmet Glynn Johnston, and Asher Grant about their roles and the team's goals. The article ends with a quote from Asher Grant about the team's marketing and public relations efforts. At the bottom is a small image of a Formula 1 car.