

Produce a written report which assesses the key aspects that must be considered when marketing a motorsport race venue.

Introduction

This report will assess all areas and key aspects of marketing a motorsport race venue, it will use the 7 p's;

1. Product
2. Place
3. Price
4. Promotion
5. Physical Evidence
6. People
7. Process

To help formulate the report itself. The report will assess the key aspects of marketing Silverstone as the Motorsport race venue. The 7 p's will be listed as sub headings and the report will then use these to relate with the challenges faced with marketing a race venue such as Silverstone.

Product – In terms of a Motorsport event the product is the experience the customer receives from every part of the weekend, it's the whole package. From the racing to facilities, catering, seats etc. Even though weather is out of the control of the organisers this can also play a big part in the product that is given to the customers. Therefore Product is one of the most important of the 7 p's. Customers will be judging the Product on seating, for example, the customers won't enjoy the racing on circuit if they can't see it or they can only see a small segment of the track or their seating is cramped. Therefore, Silverstone have to ensure their stands are situated in exciting areas of the circuit with catering facilities and toilet facilities nearby. They also need to ensure the seats are spaced properly in order for the customers to not feel cramped.

Customers would also be judging the product on little things like passes for going into the pits to get a closer look at the cars and little things like that. People tend not to like travelling a long way, take your seat and watch the same segment of track for 2 hours and go home, they enjoy going to the pits before the race and having a nose around, getting driver's autographs and such. Therefore Silverstone need to offer little things like this, and they do. They offer a range of seating areas and stands, some are more expensive for the more exciting areas of the track and others are cheaper for not as exciting sections. They also have hospitality passes for different catering options and they offer pit passes. All these little things improve the experience for the customer. (BookF1.com)

Atmosphere is another element that plays a big part in the overall product, it is one of the main reasons customers go. People go to actually be there, see the raw speed for

themselves and hear the sound in real life rather than seeing and hearing it all from the television. This is the main thing that entices them, everyone knows they could watch the race and analyse it for themselves a lot better at home as they get to see the entire track and get the commentary but it's the atmosphere people go for because it is exciting.

Price – Price can also be a deal breaker; the price can be the difference between a customer wanting to go and not wanting to go. If the price is too expensive then the customer will decide to watch it at home as he/she will be able to see the race better at home anyway. Customers pay for the experience and therefore the experience must not be over sold. For a circuit like Silverstone, getting the price right is essential in ensuring they get fans coming to the circuit. Silverstone has been known for being one of the most expensive Grand Prix to go watch and has come under some scrutiny for their ticket pricing. However they get a sell-out number of fans each year so they must be doing something right. They have taken advantage of Lewis Hamilton being the number 1 driver on the grand and because he's the most successful British driver ever with 4 championships they can afford to sell tickets at the price they do. (BookF1.com) There are many different kinds of prices, for example, the price the customer has to pay at catering facilities such as burger vans and accommodation whether it be camping or getting a hotel near the circuit. All these need to be considered by Silverstone in offering their customers a fair deal when it comes to coming to watch the Grand Prix.

Place – Place is an extremely important part of marketing a motorsport event. Circuits have to think about where they have their circuit very carefully. Big circuits like Silverstone have to think about travel links such as airports for Formula 1 teams and other racing teams that need to travel all over the world with big facilities to get there. It is impossible to get land extremely close to an airport so there for the roads from the airport to the circuit must be big enough and straight forward enough for big rigs and lorries to get their easily enough. Circuits also have to consider the nature of the land that they decide to build their track on, for example it needs to be flat enough so the elevation change isn't too drastic for formula 1 cars, they also need to consider how big the land they buy is as they will need a lot of room for grandstands, pit garages, helicopter pads parking facilities for lorries and general parking for thousands of race fans. Therefore they need a large plot of land to build on. They also



need to take into consideration houses in the area that may not be happy with a race circuit near their house due to noise every weekend or so, therefore they need sufficient planning, large enough plot of land and easy transport links from major cities and airports. Silverstone is situated perfectly in the heart of the English countryside. (silverstone development map)

Promotion – Promotion is extremely important when it comes to marketing a race event and the venue needs to ensure they advertise the race weekend well enough to ensure they get a lot of fans flocking to the circuit and purchasing tickets. There are many avenues they can use when it comes to advertising and one of the newest and most affective avenues is through the use of social media. Everyone is constantly using social media in the forms of Instagram, Facebook, Twitter and Snapchat etc and companies are taking advantage of this and advertising their products. Silverstone are one of these and use them all to advertise up and coming events as they know this can be their best channel that will reach the most amount of fans. They also collect data and will use pop ups to try and catch your eye whilst scrolling through Facebook and the like. They do this by looking at your browser history and seeing what you tend to watch and look at. For example if you are a petrol head and tend to like a lot of car stuff and look at other race events or videos, they will send a pop up to the side of your device and it will show a snippet of Silverstone tickets for the up and coming Grand Prix, they will usually entice you in using the lowest priced ticket so it looks cheap. This is a very clever way of advertising that gets good results. Silverstone will also invest in advertising in car magazines as they know the market they are reaching will be interested in purchasing those kind of tickets. There are many other ways in which Silverstone will advertise and they will advertise track days and other small events such as Christmas parties on their web page. (Silverstone)

Physical Evidence – When it comes to a race circuit Physical Evidence isn't a big issue as you get the confirmation of it all when you see the racing, the circuit and the facilities for yourself therefore this area doesn't really apply.

People – When it comes to people it is all about the care you provide for them and the service that they get. Everything has to be done with their experience at heart and therefore manors and care are essential in trying to get them to return the following year. For example parking staff need to be polite when it comes to telling the customer where to park so using manors will go a long way and start the customers experience in a positive way. This embrace 'Hi sir, would you like to park your car in section C for me please, and mind that sloppy mud on the right hand side, Thank you, have a great day', would be a lot better than this embrace, 'Section C', this embrace would make the customer not feel valued and would start his day in a negative way. This approach needs to be taken with all aspects of the circuits facilities, for example, catering staff, seating staff and the whole operation need to have the customers experience at heart to ensure they return the following year and give the event good reviews when telling their friends and family.

Process – Process Is how the whole event comes together and it is important to organise and plan ahead properly to ensure the event comes together and runs smoothly. Therefore staff at Silverstone need to book facilities such as toilets, catering vans and equipment,

marshals, staff for parking, catering, seating etc etc. It is a massive task to ensure everything is in order before the general public arrive at the circuit. They also have to take into consideration the preparations for the teams when it comes to ensuring the garages are all clear and tidy and ensuring all their parts and facilities that arrive by driver are well looked after and safely put away ready for the arrival of the teams. Therefore the process is a big job that is carried out by the senior staff and important people at Silverstone.

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