

Case Study: Motorsports



Promotional Management Group



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Driving The Brand Experience

Case Study

The Situation

One of the oldest and most venerable brands in motorsports, Indian Motorcycles was celebrating their second century in business with a huge splash. From new traditional media channels to updated web presence, Indian wanted to let existing riders know that this was a company that was ready for the future of leisure motorcycle riding. They were also keen to build awareness with a whole new generation of motorcycle aficionados. To effectively highlight the enduring craftsmanship of the latest models while continuing to imbue the brand with “street cred”, Indian determined one additional channel was necessary to get directly in front of the consumer: mobile.

The Solution

Partnering with Indian’s marketing department, Promotional Management Group designed a mobile environment that would not only help to convey the rich history of the company and showcase new models but would also act as a traveling retail environment, helping to provide positive ROI for the project more quickly. After final designs were approved, fabrication by PMG was readily and smoothly completed and the display was ready for use. The 53’ display goes anywhere on the road and within a short time transforms into a state of the art environment that dazzles current and prospective customers. Featuring product history, current offerings, demo ride and sales closing area, as well as a retail environment for both Indian wear and customized parts, this mobile environment packed everything an enthusiast would ever want to know about this world-class brand into one 53’ space.

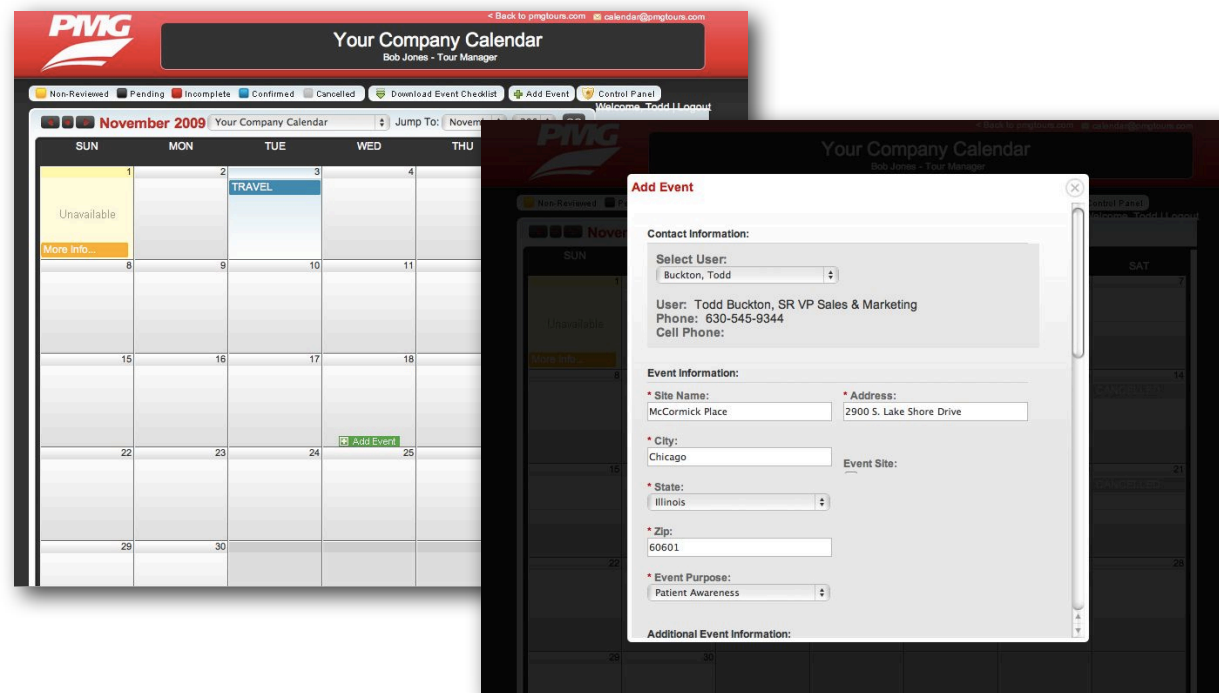
The Results

The Indian Motorcycle traveling showroom has been a huge success, putting tens of thousands of miles and providing thousands and thousands of people the opportunity to see first hand the quality of the product and the heritage of the brand. One Indian executive put it succinctly when he exclaimed, “The efficiency in which PMG arrives, prepares, sets up, and rolls out the display is a sight to behold. The attention to the merchandising and display of the products for a mobile unit is by far the best I have seen.” Another example of how Promotional Management Group *Drives the Brand Experience*.

Event Management System

One of the reasons that clients stay with Promotional Management Group long-term is that we give them the tools they need to keep apprised of tour status. The PMG Event Management System (EMS™) gives you complete control over the tour. From any web-enabled browser, approved users can see at a glance what is happening with their tour. Depending on the level of authority, users can add or delete events, verify the address of the venue, who the local contact is, what time the load-in is and when the show begins. We developed this proprietary application for our valued clients to make their lives easier, and give them peace of mind when juggling multiple events.

We think you'll find that the EMS™ is the perfect tool to keep you informed and in touch with your coworkers, your customers and your brand.



About Promotional Management Group

For over 10 years, Promotional Management Group has helped clients increase top line growth for their products and services through mobile tours. This experiential method of bringing prospects and customers face to face offers the potential for significantly higher close rates, enhanced brand awareness and faster ROI than through traditional media. With offices in Charlotte, NC and Chicago, IL, Promotional Management Group excels in designing, building, and running mobile tours for companies primarily in the healthcare, aviation, and motorsports industries.

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Free Consultation

Receive a free consultation to see how a Mobile Event Marketing solution can provide your brand with top line growth.

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