

**Mod
my
Moton**

Herald Express
[southdevon.co.uk](http://www.southdevon.co.uk)

www.modmymoton.org

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Herald Express



Name: Mod My Motor

Category: Brand

Sponsoring newspaper: Torquay Herald Express

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Circulation: Daily, 27,500

Description: A targeted campaign inviting young owners to enter their cars from which our readers voted for their favourite to win a 'Pimp my Ride' style makeover for the winning car worth over £5,000

Target age: Specifically 17-25



Section 1: Description

Strategy: combine sales and marketing skills of advertising department, editorial ability to establish engaging newspaper campaign, and in-house digital designers to create innovative, profitable project to raise our profile among target age group

- Readers submit their cars to win a 'Pimp my Ride' style makeover worth over £5,000. Entry via forms in-paper, printed flyers or online was free
- The project was intended to engage with a younger audience and improve our brand awareness among 17-25-year-olds using multi-media platforms
- In establishing new revenue streams, we sought to develop commercial relationships with new companies and industry-leading service providers
- Once all the entries were in we would invite readers to vote on the car they felt most deserving



Project aims

- Engage with a new, younger audience
- Improve image of Herald Express among 17-25 target age group by using a format familiar to them
- Generate revenue from ad sales, sponsorship, text voting and newspaper sales
- Target new advertisers who would not traditionally spend with us
- Launch and sustain an engaging, ongoing editorial campaign to boost sales and captivate readers
- Create a low-cost, high-yield campaign capable of being replicated across the Northcliffe group, in any location, year after year



Section 2: Financing & partners



We used all local companies in the competition, all of which are top performers in their field.

Each paid an upfront fee to be included in the campaign and also offered work of significant values in their specialist field.

In all our publicity and editorial we included each of the main sponsors' logos and did feature articles on each throughout the process, with a final feature on each in the supplement published to coincide with the big reveal



Section 2: Financing

The cost to us was minimal; our only measurable cost being the £150 we spent on the printing of the promotional flyers. The editorial and design work was all carried out in-house, using existing means of production available to us.

We designed and maintained in-house a bespoke website which appealed to our target audience – www.modmymotor.org – and the editorial portion of the campaign was driven and generated by us.

The advertising revenue therefore translated to straight profit, giving us an excellent return and forming the basis of a strong marketing and editorial business model. The success of the campaign showed how effectively editorial and advertising can utilise their core strengths and collaborate to achieve something as successful as it was groundbreaking.

All the sponsors involved in the original campaign have asked to be included the next time we run it, slated for early 2010.



Section 3: Promotion, in-paper



Timeline

May 7, 2008 Media launch, online and in paper

May 8 First entries in

May 28 Deadline for entries

June 2 Special pullout published and all cars go online

June 11 Voting ends

June 13 Winner announced

August 18

Transformation begins

February 12, 2009

Finished car revealed



Promotion online

Website



www.modmymotor.org featured a fun game, links to all sponsors, guide to the cars and an innovative, award-winning design

Video content

We filmed the process of 'modding' the winner's motor from start to finish, with videos appearing on our own website and YouTube

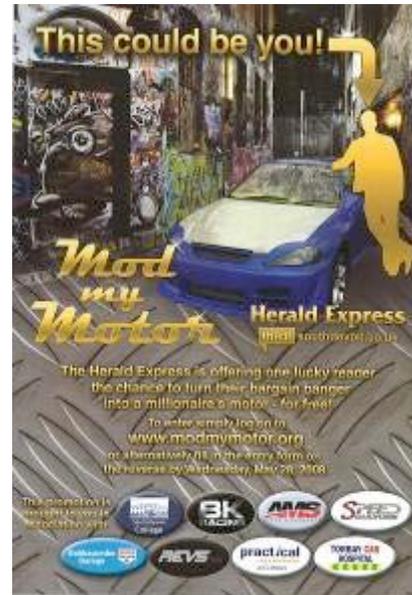
Watch the video [here](#)





Other promotion

Flyers doubled up as entry forms and were distributed widely across our circulation area in targeted shops, clubs, bars, media outlets and at our sponsors' outlets. Thus we tailored the distribution to suit our target audience

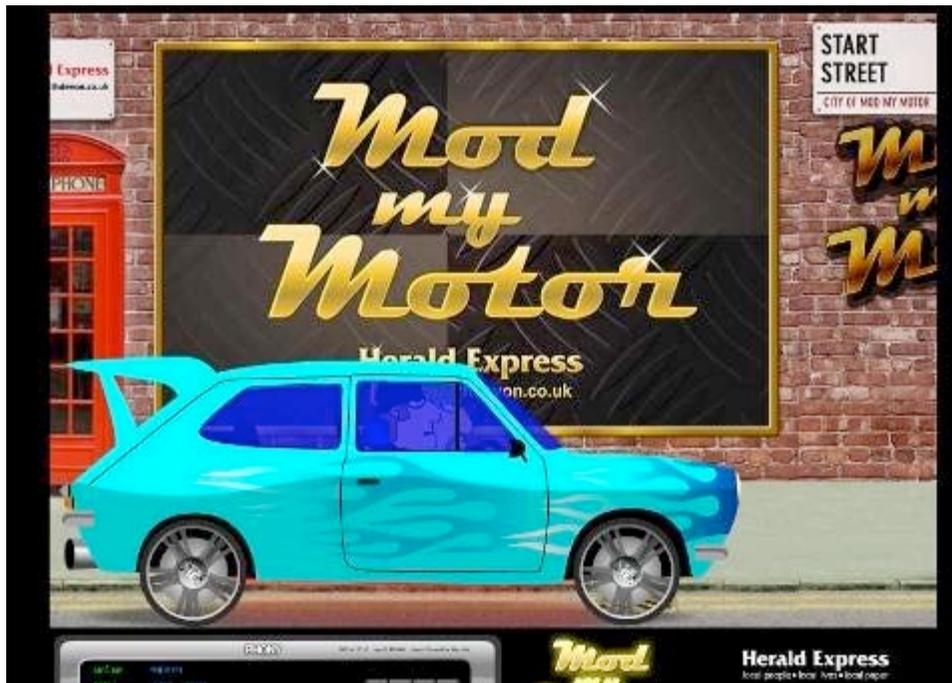


We also promoted the competition heavily on Palm FM, a local radio station broadcasting exclusively to our target area. Again, the demographic they reach suited the aims of our campaign perfectly



Entry methods

Readers entered online, by email, or by filling in forms in-paper or printed flyers distributed to shops, bars, cafes and media outlets across the South Devon area. They could also send an MMS picture message with their entries to a dedicated text number



Website
←

In-paper coupon
↘





Voting methods

12-page pullout - text

In-paper coupon

www.modmymotor.org

How to vote

Voting for your favourite motor to get modded could not be simpler.

You can vote by text or by filling in the special voting coupons which will appear in the Herald Express until Monday, June 9.

To vote by text you:

- 1 Pick a favourite car
- 2 Note its unique number
- 3 Text HE, then a space, then MOD, then a space followed by the three digit number to 65100. **Eg: HE MOD 299**

You can vote as many times as you like and voting closes at midnight on Wednesday, June 11.

Texts cost 25p plus your network rate. For full Herald Express terms and conditions see the details section.

Eg: HE MOD 299

Voting Coupon

My Mod My Motor vote goes to:

Car Reference Number _____

Please write in block capitals

Collect all your votes for the car you want to win together and send them in one envelope, ensuring all the voting coupons are individually completed to: **Mod My Motor votes, Herald Express, Barton Hill Road, Torquay TQ2 8NL.** Alternatively you can hand them in to our reception at Barton Hill Road, Torquay.

Closing date for voting is Wednesday, June 11, 2008.

Terms and conditions: www.modmymotor.org will be used. The winning car will be chosen with the most votes via text and the official voting form printed every day in the Herald Express between Monday, June 2 and Monday, June 9, 2008. The number of votes gained by individual cars WILL NOT be revealed. Photographs not accepted. The Editor's decision is final and no correspondence will be entered into.

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Online guide to entries

<p>101 Cathy Wilton Seat Ibiza "I only paid £350 for it and it's been a good motor up to now. All my family have been on holiday this year and I haven't because I can't afford to so it would be a really nice surprise to win Mod My Motor."</p>	<p>102 Janet Johnson Rover 200 "When driving a car people expect to stand out. Being JB and driving a white Rover 200 hardly makes an impact. To mod this motor would make my day."</p>	<p>103 Yvonne Williams Peugeot 106 "Because it's a mess and has been damaged so many times. I can't afford to fix everything and it's embarrassing to drive round with two children under two in it. Going to college will be humiliating as it is driving the kids to nursery - or anywhere in fact! Help please."</p>	<p>104 Alan Grogan Peugeot 106 "I would like to nominate my car because my mates have smart cars and I've got a banger. I treat my car with respect and enjoy looking after it (just ask my mates). I would be over the moon if I won."</p>
<p>105 Linda Underhay Daewoo Lanos "My car is a mess. But it passed its test. I call it my Bubble. But more resembles building rubble. If I were to win, my motor</p>	<p>106 Maria Gwynne Peugeot 106 "My mum has always put everyone before herself. The past six months she's been suffering with a rare lung illness. A modded car would bring a smile to her face and allow her to</p>	<p>107 Maria Smith Citroen AX "Because it deserves a makeover. It's an old but reliable car."</p>	<p>108 Peter Gregory Honda Civic "A facelift would hide the scratches and restore my good looks to make me stand out as an individual star."</p>



Section 4: Evaluation



The overall winner of Mod My Motor was a 23-year-old male from one of South Devon's more deprived areas – almost the precise demographic we were aiming for.

Almost all our entries came from young people in our desired age range – proving the effectiveness of our targeted promotional campaign, editorial slant and use of an appealing range of multimedia platforms



Conclusion of advertising

The campaign concluded with a four-page pullout featuring editorial for each of the sponsors and contact information as part of the advertising package. It also allowed us to bring the competition to a neat conclusion and brought additional ad revenue from different companies who wanted to be involved





Mod My Motor: Final stats

- 124 entries with cars ranging from a 1967 Aston Martin DB6 to a battered old Reliant Robin
- In excess of 12,000 votes cast, with a roughly 50% split between online and in-paper votes
- Sales lift of 2.7% on the day the supplement was published, and overall increase over entire period of campaign. One of our outlets sold over 500 papers in one day when we printed double voting coupons
- Clear revenue of just under £15,000 from sponsorship and advertising, with over £600 revenue from text voting alone. Modification work carried out above the original prize value of £5,000
- More than 10,000 hits from over 1,500 unique users to the website over the campaign period (source: Intellitacker reports)