

## PRISM AWARD SUBMISSION

AGENCY: BYDESIGN COMMUNICATIONS  
CATEGORY: SPONSORSHIP  
CLIENT: KING PRICE XTREME  
CAMPAIGN: WHEN MOTORSPORT STOPPED, WE DIDN'T.



Motorbike racing is one of insurer King Price's most important ways of connecting with the South African biking community. Then the world stopped, and motorsport with it. So we created a campaign to keep the King Price brand alive and well in the hearts and minds of our target audiences, sponsors and the broader racing community. It worked so well that we created more engagement and awareness than we did in the previous racing season – and helped King Price sell more motorbike insurance policies than the previous year.





## Statement of the problem / opportunity

King Price launched its Motorbike insurance product in 2018 with huge excitement. Comprehensive insurance that lets you insure your gear for an extra R1? Boom. Big challenge: nobody in the biking community knew about them. And so the King Price Xtreme racing team was born as a powerful, engaging platform designed to reach the biking community.

Then the pandemic hit, and everything came to a shuddering halt. No races. No spectators. No media. No engagement with the target audience. So we had to find a way to keep the team, and King Price, top of mind with the biking community.



## Research conducted

We started by asking some questions:

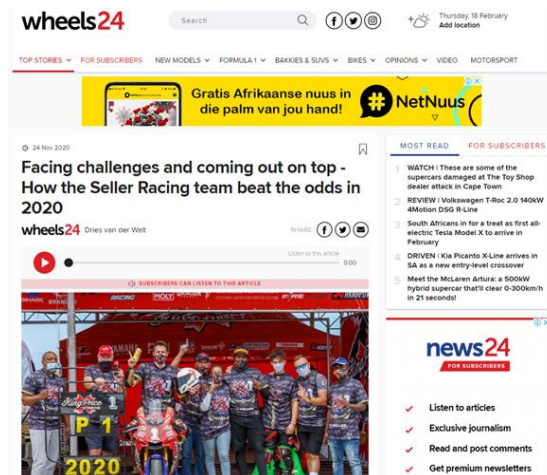
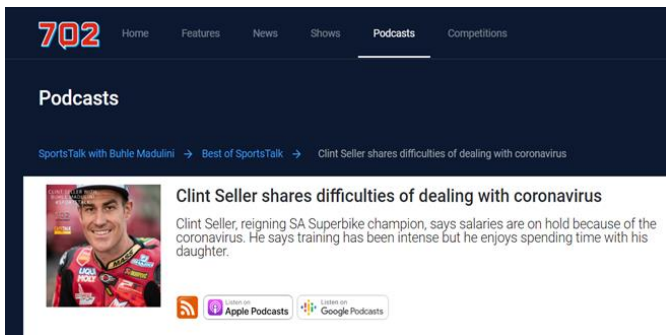
- How does King Price stay relevant to a critical audience through lockdown?
- How do we keep the biking community engaged with one of their favourite sports?
- How do we keep the conversation alive when there's nothing new to say?
- How does King Price's involvement in motorbike racing drive uptake of its insurance products?

We pored over hours of international sports content. We studied the ways that big brands like Nike, adidas, Manchester United, Orlando Pirates, and Red Bull were using their assets to build their brands. A key insight was that they all used their marquee athletes to maintain conversations and build content that kept fans coming back and engaging.

We also did a media audit with key motoring and sport media to get an idea of what stories they are interested in for their biking community.



So our strategy had to revolve around the team’s personal stories. We had to involve our fans in the story, and find ways to bring racing to life differently. In the past, we would have hosted track days and events to interact with media, show off our latest gear, get our riders talking, and elevate brand sponsorships. Now we had to go virtual.



## Planning the campaign

Our research showed clearly that we had to tap into industry conversations around the effects of COVID-19 on the motorsport industry. We offered our fans the opportunity to share their own stories through topics that connected with their audiences, including personal stories, career highlights and industry views.

Our target audience: the biking community. The people who buy King Price’s policies. We would speak to them through any channel they would read or listening to, from social media platforms to radio to podcasts and video content.



We had three main objectives:

- Maintain high levels of brand exposure for King Price as a committed supporter of the sport, and of the broader biking community.
- Maintain the profile of King Price Xtreme team through the lockdown.
- Help King Price maintain, or grow, its motorbike insurance sales, even through lockdown (where the brand expected lower policy uptakes).

Key messages:

- King Price Xtreme is a major element of King Price’s commitment to the South African biking scene.
- Like the biking community, the Xtreme team is built on values like brotherhood and loyalty.
- King Price supports the sport and the community through good times and bad.

## Execution

Maintain the biking community interest through storytelling.

- We developed a multi-channel content calendar that showcased the human side of the Xtreme team.
- We provided media with a menu of topics of what the riders could talk about:
  - How COVID-19 affected them on a personal level.
  - How they kept fit and motivated to be ready for the resumption of racing.
  - The importance of sponsor relationships through unforeseen circumstances.
  - Their hopes, dreams and aspirations for the racing season.
  - Their views on what the motorsport industry would look like post-COVID-19.





## Raise the profile of King Price Xtreme, driving King Price's motorbike insurance messaging

- Eight-time SA champion Clint Seller was the main face of our campaign, because he is authentic and connects with his audience on many levels.
- Clint shared insights about how the pandemic had affected his team emotionally and financially, how the industry would look post-pandemic, and provided a glimpse into his personal life.
- We hosted quarterly virtual media hangout sessions with key motoring and sporting media. We wanted to make the media feel connected to the team and give them an open platform to create stories that they knew the biking community wanted to hear.
  - Messaging and media training sessions with the Xtreme team were held, ensuring all background contained sponsor brands
  - The riders were trained in how to use King Price branded materials to their best effect.
  - The riders were asked to wear King Price branded T-shirts or their leathers for King Price sponsorship exposure.
- We set up interviews and podcasts using Teams or Zoom, maintaining background branding.
- For in-studio interviews, the teams wore their racing leathers, and where possible, brought their bikes to interviews.
- Imagery of riders in leathers and riding bikes was always shared to ensure inclusion in coverage and content.
- We held a Sponsorship Appreciation day at Redstar Raceway, with content shared on various platforms, including the King Price Xtreme Facebook page.
- We always brought the interview back to King Price motorbike insurance.





## Evaluation / measurement

Our initial business objective was to restore bike insurance sales to pre-COVID-19 levels.

- King Price went one better: October 2020 was a record month for bike insurance sales.

Maintained the biking community interest through authentic story telling.

- Over 60 pieces of coverage across online, broadcast and print has been secured, for an industry that stopped, we didn't.
- Over one third of coverage secured was broadcast
- 80% of the coverage secured was from proactive media outreach and motivations for interview opportunities with the Xtreme team.
- King Price extended their sponsorship for another year.
- Xtreme extended its brief with ByDesign Communications for another season.
- The Xtreme team grew its team by two young and coming riders.

## In conclusion

Our coverage in the 2020 season exceeded the previous year by 60%, we stayed top of mind in the biking community when motorsport came to stop, and King Price was clearly and authentically positioned in the minds of the biking community as part of the brotherhood. Most importantly, we kept the motorbike insurance business not just ticking over, but surging, even at a time when people couldn't ride their bikes as much as they wanted to.



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Please see client letter of PRISM entry approval on the next page.



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To whom it may concern:

This letter stands to confirm that ByDesign Communications can enter the Prism awards for the work they have done for King Price Xtreme.

We're entering the:

- Sport category
- Sponsorship category

Feel free to contact me if you have any questions.

Royal regards  
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