

## RAY PRICE

Motorcycles/Motor Sports



### CHALLENGE

Hall of Fame motorcycle drag racer, Ray Price, is credited with introducing a number of important engineering innovations to the sport. Ray's a two-speed automatic transmission transformed the motorcycle drag racing, as did the wheelie bar that keeps the front wheel down allowing for faster starts. Ray's most famous innovation was the "funny bike" drag racer. The design followed "funny cars," dragsters with the "skin" of a production car. As the 40<sup>th</sup> anniversary of the funny bike approached, Ray wanted to publicize the milestone.

### SOLUTION

Fortunately, well into his 60s, Ray is still a legend and remains active through the high profile, Ray Price Race Team. A media relations campaign highlighting Ray's illustrious career and the anniversary of the funny bike was planned and implemented. Following an editorial outreach to the primary motorcycle, and motorcycle racing magazines, IMC accompanied Ray to races where a series of interviews were arranged. The effort was made easier with help from the racing team; during this period Ray's rider broke the world's speed record, and four months later broke his own record.

### RESULTS

Along with local media coverage, Ray and his bike appeared in every targeted publication, including AMA Racer, Easyriders, and the cover of American Iron. A total of 1,011,335 impressions provided \$13,000 in ad equivalency and \$39,000 in PR value for a ROI of \$33,000.