



Rapid Media create a new market opportunity for helicopter tour operators, motorsport experience venues and corporate event organisers

The Experience Market

“Experience events” – whether a driving day, a bungee jump, or a helicopter tour, are becoming more and more commonplace. The number of potential customers taking part appears to be ever on the increase.

There are very few ways of standing out in a highly competitive marketplace. In order to increase revenue, operators have to please both the corporate customer and the end-user guest.

Corporate customers are more sophisticated and demand more from their day. If the event is to promote a product or influence their guests, there are no real “takeaways” to re-enforce and sustain the correct messages.

Guests are increasingly likely to have been to leisure experiences before – and are looking for something new; some way to re-live the experience; and some way to show others the great day out they have had.

Actions for Venue Owners

Venue organisers must find a “Point of Difference”. It will no longer be adequate to offer the usual format with a variety of high-adrenaline experiences in the hope that the guest will be impressed.

The Solution

Rapid Media specialize in the installation of camera and recording equipment and the production of personalised souvenir DVDs, on the day, to participants.

Research shows that guests value a high quality personalised memento of their day. This can be a unique record combining footage recorded on the day, together with promotional material to advertise other products and services.

The DVD can be played either on a PC or more importantly, on the participant's home TV. What Rapid Media achieve for their clients is not only to improve the overall customer experience but also to achieve word of mouth recommendation.

Customers’ social network typically consists of people like themselves. So customers’ friends represent the perfect target market. This adds value to the product in a way that advertising and PR cannot.

What this achieves is not just a record of an once-in-a-lifetime experience. It’s creating brand advocacy. Making the experience more engaging and inclusive increases the likelihood that the customer will tell their friends and will repurchase.

Venue owners get increased revenues from the sale of DVDs; co-branding and sponsorship opportunities; increased sales through word-of-mouth recommendation; and a greatly enhanced customer experience.

About Rapid Media

Rapid Media work with motorsport venues; theme parks; helicopter tours and other leisure industries, using unique technology to produce personalised souvenir DVDs within minutes.

These personalised DVDs may contain a mix of unique footage of the participant, together with stock promotional material, delivered within minutes at the point of use.

Rapid Media Systems have been installed in many venues around the globe, including prestigious locations such as Mercedes Benz World in the UK and Warner Village Theme Parks in Australia.

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