



Communittech sponsors Red Hawk Racing, a local high school F1 racing team, with Omnivex Digital Signage Software which was used as their main Marketing component at the F1 in Schools Design Challenge competition

Overview

Customer Name

Pine Rivers State High School
Red Hawk Racing F1 Team

Industry Sector

Promotions

Location

Queensland, Australia

Application

Omnivex Software used for Marketing Red Hawk Racing at State and National competition levels

Omnivex Solution

Omnivex Moxie Digital Signage Content Management Software

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Overview

A team of dedicated high school students from Pine Rivers State High School recently participated in the F1 in Schools Design Challenge. The competition was especially designed by REA (Re-engineering Australia) to encourage students to become involved in engineering and other professional fields. The competition entailed racing small, balsa wood, CO2 powered race cars down a 20 metre drag strip. The team of 5 students were each assigned a set task covering managing the team, marketing, graphics, engineering and resources. Using their expertise in these fields the team came up with Red Hawk Racing – an F1 racing team competing in the Senior Professional Class, which is the premier level of competition. Awards exist for Fastest Car, Industry Collaboration, Best Engineering, Marketing, Innovation and Highest Score.

Communittech Solution

Communittech were very willing to assist the team in the Marketing area of the project. Communittech, along with Omnivex Corporation (based in Toronto, Canada) sponsored Red Hawk Racing with Omnivex Digital Signage Content Management software to use to promote Red Hawk Racing and its innovation as well as to provide a platform for their marketing efforts. Communittech, the Australian VAR of Omnivex Digital Signage Software was eager to help the local High School and assist the students with their project and provide award-winning Omnivex Digital Signage software to the team.



Left to right: Josh Smith (Marketing), Laura Wilkinson (Graphics), Matt Kachel (Management), Zoe Power (Resources), Sam Bryant (Engineering)



Zoe Power of Red Hawk Racing comments "Omnivex Moxie software was so easy to use, I was able to prepare a presentation within 5 minutes and it looked great. Given I am a student, and still at school- this is amazing for a sophisticated software solution such as Omnivex Moxie."

Communit®tech provided support and training to the team, and while only short training sessions were conducted the team was able to grasp the concepts very quickly. The team believed the Omnivex software was easy to use and were impressed with some of the features Moxie offered such as the automatic adjustment of images which saved the team valuable time. Red Hawk Racing created a professional image of the team using Omnivex software. The layering and image vector functions were incredibly useful. The layering and full screen layout provided a full canvas for design and enabled Red Hawk Racing to showcase some advanced features such as transparency, images moving on axes, video files and many other powerful functions. Zoe Power of Red Hawk Racing comments "Omnivex Moxie software was so easy to use, I was able to prepare a presentation within 5 minutes and it looked great. Given I am a student, and still at school - this is amazing for a sophisticated software solution such as Omnivex Moxie." Zoe was invited to Red Hawk Racing for the National finals because of her work with Omnivex software with her previous team, the Carbies at the State finals.

Some initial hardware problems that arose in testing were immediately resolved after checking with Gary Else, Communit®tech General Manager, and the system operated seamlessly and without fault through the duration of the competition.

The Red Hawk Racing Team used the screen as the centre piece of their stand at the State and National levels of competition. They used the Omnivex Software to showcase information about the team such as photos of each team member and what each member wanted from the project. The screen also had a clock featured at the top of the screen, with engineering quotes running along the bottom. The team made sure that their sponsors were prominently featured on the screen.

Most of the competing teams used traditional means of marketing – creating and distributing bags, key rings and rulers. The Red Hawk Racing Team believed that taking the traditional marketing route was a waste of their resources. The team was innovative and pushed a green image by only using the TV screen and postcards for their marketing strategy. Many of the promotional materials handed out at the competition was either misplaced or discarded at the end of the day and therefore seen as a waste of time, money and material. Red Hawk Racing saw the opportunity to capture the audiences' attention at the competition by using an attention-grabbing plasma panel as the centre of their stall display. This was the key element to their marketing strategy and the Omnivex software was used to display relevant information that engaged the audience such as images of their car design, team members and information about Red Hawk Racing.

The Red Hawk Racing Team's supporting marketing concept of postcards was sent after the competition was held to keep the Red Hawk Racing Team top of mind. The team collected contact information from the people who visited their stand and mailed out a postcard to each visitor after the competition had ended. It was these original marketing concepts that facilitated the Red Hawk Racing team's success in the marketing category of the competition.

By creating an eye catching display using innovative Digital Signage software the Red Hawk Racing team not only produced a centre piece that showed excellence in design but also showed the professionalism of the team as a whole. Red Hawk Racing relied entirely on the Omnivex software to promote their team on the day and it was the Omnivex Software that set the team above the rest with their attention-grabbing stall display filled with relevant information.



Results

With the help of Communit®tech, Red Hawk Racing won the Marketing Award in both the state and national competitions. Overall Red Hawk Racing finished second in the National competition. This was an exceptional effort particularly given the Red Hawk Racing team relied solely on the Omnivex Digital Signage Content Management software for their marketing on the day.

Teachers at Pine Rivers State High School are very proud of the students, their amazing achievements to prepare and present at this prestigious event, and to win the marketing award.

Omnivex and Communit®tech would like to congratulate Red Hawk Racing on their win and wish them every success in the future.



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