the TROTS Media Release

LAP IT UP AT TROTS COUNTRY

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Country Cups Championship launched at Yarra Valley

The 2019/20 Trots Country Cups Championship was today launched at Yarra Valley Racecourse.

The new Harness Racing Victoria (HRV) campaign is centred around the ***LAP IT UP*** message, with bold new creative artwork to feature on a range of advertising activations across digital, television, social media, print, radio, in-venue and outdoor.

"A day or night at the trots holds something for everyone, whether you're a punter, viewer, racegoer, owner or participant. It's been challenging but rewarding trying to capture all of the excitement and activity in a single campaign," HRV General Manager Marketing Andrew English said.

"With the carnival conducted across 27 venues, large and small, right throughout Victoria over a seven-month span, the offerings are extremely diverse but the common goal we all have with our clubs is to ensure everyone attending has the time of their life."

English said harness racing was a unique day or night out and the Trots Country Cups Championship will be "nothing like your average metro race meeting".

"We're less formal, more accessible and relaxed," he said. "These regional events offer a fun and fresh way to enjoy time with family and friends. We want the events to reflect the diverse locations and offerings across the various regional centres.

One of the features of the new ***LAP IT UP*** campaign is an illustrated horse and driver at full tilt, using a retro 'event poster' type promotional approach to rally the general public to attend 'the greatest show in town' – a day or night at the trots.

"It's retro and deliberately so, but we're giving our brand a fresh image within the hearts of our audiences by drawing images and ideas from another generation," HRV Marketing Manager Tori Glenister said.

"In an age of impersonal digital media, building social connectedness through nostalgia is an effective way for us to leverage the optimistic feelings that accompany walks down memory lane, forging meaningful connections between the past and the present. We're certain that it will drive not only attendance but, more broadly, engagement of the sport with our key audience segments."

HRV has worked closely with leading creative agency By All Means to develop the campaign. "It's been a rewarding process," By All Means Managing Director Mat Cummings said.

Today's launch saw HRV's radio partner RSN host an outside broadcast of *RSN Central* from Yarra Valley, while AFL star Josh Jenkins was revealed as Trots Country Cups Ambassador.

For more information on Trots Country visit thetrots.com.au

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