

# CBMM CHALLENGE

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# Main Agenda

## 1 Case and Proposals

2 Kart Track

3 Interactive Zone

4 Communication





# CBMM CHALLENGE

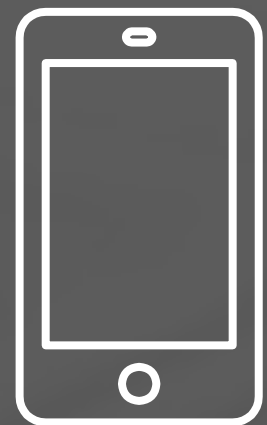


**Marketing Challenge:**

**How to Increase the  
Niobium awareness in the  
Automobile Industry?**

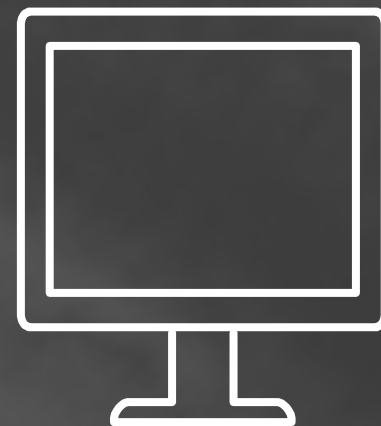
# PROPOSALS

## INBOUND MARKETING



SOCIAL  
MEDIA

WEB  
RESEARCH



## LIVE MARKETING



KART  
TRACK



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**1** Case and Proposals

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# KART TRACK

**The maximum  
experience**



# WHY?



**EXPAND THE KNOWLEDGE ABOUT NIOBIUM, ITS USE AND CBMM's  
ROLE IN THE MARKET.**

**PROMOTE LIVE MARKETING WITH REAL EXPERIENCES, CONSUMER  
ENGAGEMENT AND CONTACT WITH THE BRAND, ITS PRODUCTS AND  
PURPOSE.**



# Location: São Paulo/BRAZIL

- **Biggest city in Brazil - Population: 20M people (metropolitan area)**
- **7,4 vehicles for every 10 people**
- **Largest economic and industrial center in the Southern Hemisphere**
- **Largest Business Hub in Latin America**
- **Production of 1M+ vehicles per year**
- **Grand Prix of Brazil of Formula 1 moves 300M reais with the tourism in São Paulo.**





# Event Structure

## **What?**

**An event containing main kart races and competitions + family rent based experience of driving karts**

## **Why?**

**Give people the maximum experience of driving a Niobium structured vehicle**

## **When?**

**4 weekends - One month season**

## **Where?**

**International Kart Arenas located in São Paulo**

## **Who?**

**Main target: Adult Men interested in innovation, cars and technology**





# Event Structure





# Event Structure





# ACTIVITIES



## MAIN CHAMPIONSHIP

- Prior registration of candidates
- Races will happen every weekend, eliminating racers each day
- Final race at the last weekend
- The winner will receive a prize - to be defined



## STARS RACE

- Race of special guests, to generate movement, media content and spontaneous advertisement



## FAMILY RUN

- Rent based races, where families can enjoy and have fun with their kids
- Kids must be 13 years+ and 1.50m+



## NIOBIUM MUSEUM

- Interactive zone with information on Niobium, its applications and the role of CBMM.



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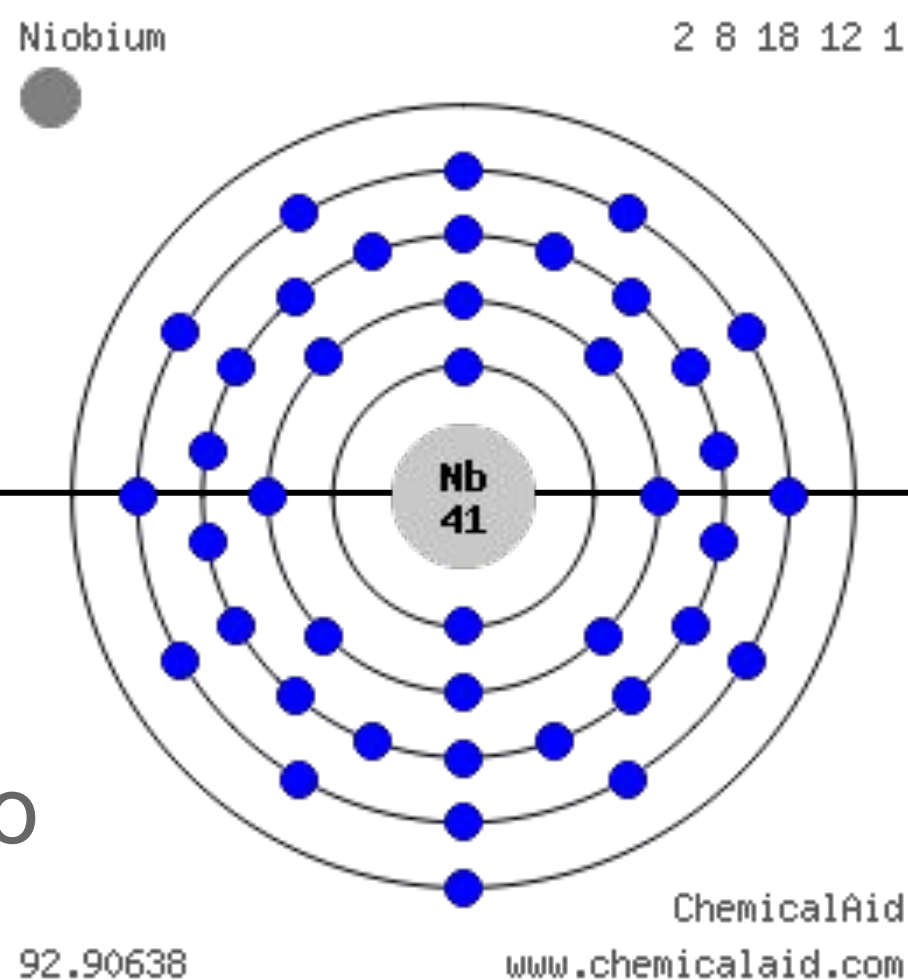




# The Niobium Museum

## The Element

- Discovery
- Chemical Info

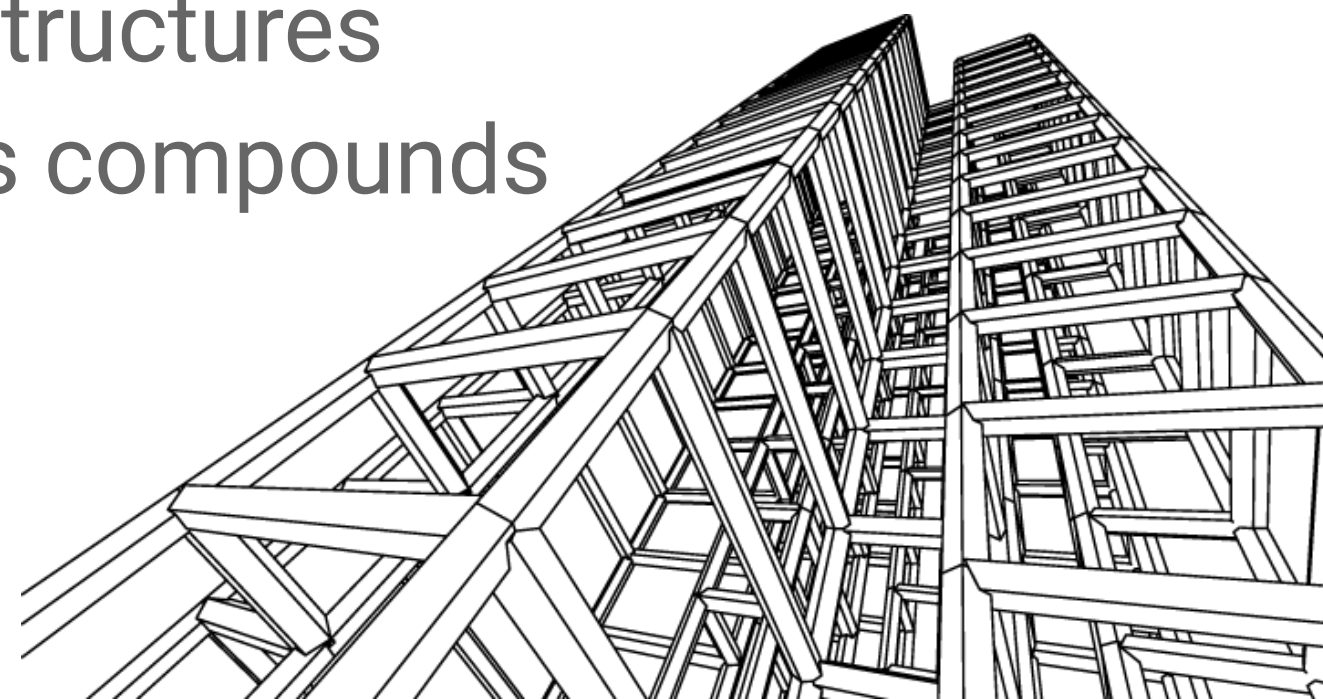


## Applications

- Prototypes
- Vehicles
- Buildings Structures
- Spaceships compounds
- Medicine



## Souvenir







# Partnerships

- Local Universities
- Museums
- Interested companies



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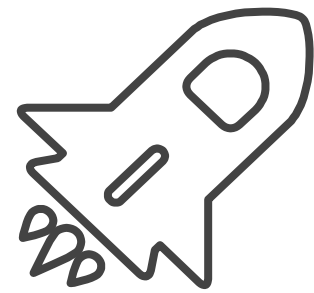


# COMMUNICATION

- MEDIA OUTLETS
- ENDORSEMENT
- OPENING DAY/WEEKEND







# MEDIA OUTLETS

SOCIAL  
MEDIA

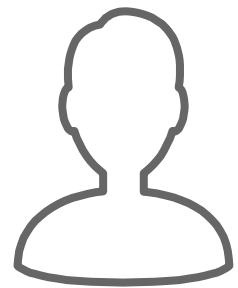
TV REPORTS  
& NEWSPAPER  
ARTICLES

INFLUENCERS

**GENERAL AUDIENCE**

**MAIN TARGET**





# ENDORSEMENT

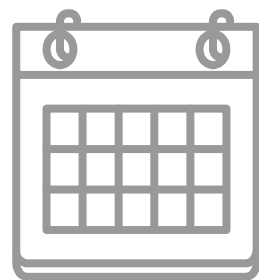
## EXAMPLE:



## LUCAS DI GRASSI

DROVE IN F1 AND IS CURRENTLY THE  
GREATEST BRAZILIAN CHAMPION IN  
FORMULA E.





# OPENING DAY/WEEKEND

**MASSIVE USE OF SOCIAL MEDIA: ADS ON  
FACEBOOK, SPECIALIZED WEBSITES, YOUTUBE**

**1**

**2**

**CELEBRITIES, PARTNER BRANDS AND  
INFLUENCERS**

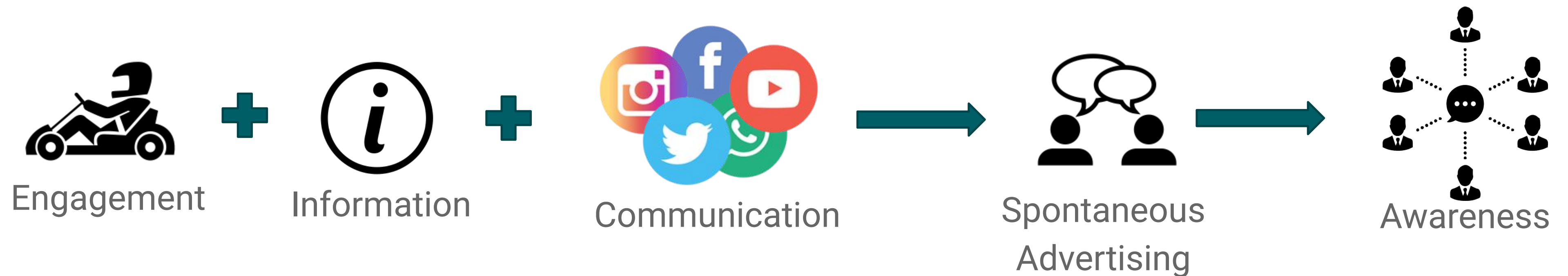
**INAUGURATION OF THE INTERACTIVE ZONE**

**3**



# CONCLUSION

The goal is to engage the consumer by providing a test drive experience, along with providing relevant information about Niobium. In addition, we intend to create movement in social media, achieving an almost organic publicity of the Kart Arena, this being the kickoff for the dissemination of the benefits of vehicles made with Niobium alloys, among other products.





**THANK YOU**

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