



From The Press Room

ONTrack Generates Strong ROI

June 1, 2008 – St.Louis-based Anheuser-Busch recently utilized the ONTrack Network to launch its newest brand, 'Bud Select'. Bud Select ran a series of pure brand image commercials for one month on the ONTrack Network. In conjunction with the launch, independent research/marketing company, MC Integrated, conducted a brand awareness study.

Their goal was to demonstrate the efficacy of advertising messages delivered through the ONTrack network by examining awareness and sales uplift. The test was conducted at the Balmoral Park and Maywood Park racetracks, located outside Chicago, Illinois. The network ran 375 30-second Bud Select ad spots (supported by five-second billboarding) in the broadcast month of May 2008.

The result was a significant increase in sales — a 75.2% sales increase for Budweiser directly attributed to Bud Select. During this time, no other promotional materials appeared in the venues and there was no prompting by beverage attendants.

ONTrack was started in 2007 and has grown rapidly ever since, aggregating over 66,000 screens in over 1,100 locations throughout North America. Today, ads seen via the ONTrack network reach over 98 million (83 million at venues + 15 million online) hard-to-reach consumers. The network has grown to include a web component, which streams horse races watched by more than 15 million viewers. ONTrack broadcast network engages viewers at racetracks, sports bars, casinos and other entertainment venues without disrupting their programming. 72% of ONTrack viewers are also bettors with a vested interest in the screens — ONTrack offers access to this captive audience.

For More Information:

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