



V8 SUPERCARS AUSTRALIA PTY LTD  
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## Request for Proposal: Supercars Digital Transformation

### 1. Overview

Supercars ambition is to be a part of every Australian household. We live to create a unique and exhilarating experience through some of the world's most competitive, closest door to door racing and iconic events across Australia and New Zealand. Supercars operates not just the Supercars Championship, but also Super2 as well as a Supercars E-Series and acts as a promotor for most events on each season's calendar.

Key strategic pillars for the business moving forward include ensuring the longevity of the sport, developing an always-on media strategy, optimising the event calendar, further enhancing the at-event experience and increasing our digital footprint.

The sports broadcasting landscape is in a time of flux. What we are witnessing is digital and technology platforms enabling a complete reinvention in the way fans consume and engage with the action and their sporting heroes.

In a highly competitive sporting and entertainment landscape, Supercars vision is to deliver seamless and engaging digital experiences that keep up with emerging technologies and platforms, builds the footprint of the sport and maximises commercial opportunities.

Our approach to digital will always be about the fan experience - whether we are using new technologies to augment the trackside experience or connecting as many people to the live-action in the most immersive way possible.

The governing body of Supercars Australia is seeking Request for Proposal (RFP) for an overhaul of their digital product offering.

As part of the process, we are looking at various options which are listed in this document. Supercars is seeking responses to the components listed below.

### 2. About Supercars

Please refer to [Appendix A](#) for more information about Supercars.

### 3. Timeline

a. Supercars issue RFQ	Mon 14/09/2020
b. All questions relating to RFQ sent to Supercars	Mon 21/09/2020
c. Final proposal to be received	Mon 12/10/2020
d. Selection date (SC may vary this date at its discretion)	Mon 26/10/2020
e. New website and mobile app launch	February 2021

### 2. Our Current Environment

This is a summary of our existing website environment:

- i. The existing website was launched in 2015.
- ii. The existing mobile app was launched in 2017.



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- iii. Our current website has been developed with WordPress.
- iv. Most of our website updates rely on work by a third-party vendor.
- v. The Supercars website is hosted by Amazon Web Services (AWS).
- vi. The website is currently maintained by three Digital Content Producers

### 3. Redesign, Development & Hosting of Supercars Website

- a. **Interactive & engaging website:** The primary objective of our website redesign will be to create an intuitive and easy-to-use interface regardless of which device our fans are using. The solution must also be easy to maintain for our digital team, increase productivity and bolster revenue for Supercars.
- b. **Research-based design:** We want a website that meets the unique needs of our fans. Our vendor should employ a strategic research-based and data-driven process to gather input and design a website that meets user needs.
- c. **Objectives and goals:** The objectives of the new Supercars website will be to:
  - i. Remove clutter from our home page, offering users a relaxed UX whilst simultaneously expanding user customisation.
  - ii. Our website is our digital front door and our goal is to focus on the needs of our users, and on improving our interactions and engagement with our customer base.
  - iii. The new website must allow for more advertising options to bolster our revenue.
  - iv. Our website must reach beyond hard-core sports fans to people whose interest in Supercars is more casual. At the same time, we must keep our primary audience satisfied.
  - v. Allow enough flexibility to keep the site modern and updated at a minimal cost.
  - vi. Capture data at various touchpoints throughout the website to bolster our customer database.
- d. **Responsive website:** We understand visitors to our website will be utilising an array of devices, so our new website must be optimised specifically for the device they are using.
- e. **Flexible solution:** Our new website should maintain flexibility and be easy to grow and add new functionality over time, which includes integrating our new website with our CRM, Marketo.
- f. **Simplify and streamline administration:** The new website should simplify website administration, allowing users of varying skill levels to update assigned sections of the website. It should also streamline business operations and minimise the reliance on third-party vendors to maintain the website.
- g. **Strategic partnership:** We want a vendor partner who understands the sports industry, who will help guide us to where we need to be today, and potentially provide ongoing services and support to keep us there in the future.
- h. **Website consolidation:** We would also like to explore the option of housing our [Corporate Experiences](#) and [Bathurst 12 Hour](#) websites under the same umbrella as the Supercars website.
- i. **Ongoing technical support:** Supercars will also need technical support throughout our race weekends. The additional support will be for more complex website issues that cannot be managed by our in-house team.

### 4. Redesign, Development & Maintenance of Supercars Mobile App



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- a. **Cater for a split audience:** Supercars must cater for an increasingly split audience across different - sometimes competing, sometimes complementary - platforms, including traditional TV and video streaming services, as well as social media and mobile apps.
- b. **Two-pronged strategy:** Our approach to the Supercars app will be driven by a two-pronged strategy. The first is to take the size and scope of our events and put them into a more easily consumed format. The second is to get fans engaged by creating great interactive experiences. The bottom line is we want the viewer to feel like they are in control of their experience.
- c. **Research-based design:** Like our website redesign, we want to ensure that our mobile app meets the unique needs of our fans. Our vendor should employ a strategic research-based and data-driven process to gather input and design a website that meets user needs.
- d. **Purpose of our new mobile app:** The purpose of the new Supercars mobile app will be to:
  - i. Become a one-stop-shop for stats, highlights, merchandise, and tickets (lite version). Users will also have the option to stream live races, get to-the-minute statistics as well as other premium digital experiences to their mobile devices by signing up to a premium tier. App alerts are also an important function we want to be incorporated into our new mobile app.
  - ii. Some innovations we would like to explore include augmented and virtual reality broadcast features, online data hubs and bots, 3D unique camera angles and 360-degree video which will help put the audience into places they have never been before.
  - iii. Another option we would like to explore includes breaking new ground in our productive uses of big data and how we can use this within our mobile app.
  - iv. Personalisation will be a priority for the Supercars app. We want to allow our users to set preferences for a more personalised experience.
  - v. We would also like to explore the feasibility of integrating this application into our CRM, Marketo.
  - vi. There will also need to be prominent branding opportunities within the app and to maximise commercialisation opportunities. We also want to have the capacity to build bespoke brand-led fan engagement activations within the app.
  - vii. The app must also incorporate analytics to track and identify users experience and actions. Having some way for users to provide feedback on our app, a quick way to report bugs, and provide suggestions or criticisms would be ideal.
  - viii. Our app must be designed to high-security standards to avoid being compromised.
  - ix. Supercars would also like to explore the option of integrating a COVID-19 tracking capability.
- e. **Compliment broadcast:** Our new mobile app must complement each of our broadcasts and help drive tune in.
- f. **Flexible solution:** The solution architecture should be able to address the future scalability requirements, in terms of both application (to add new services) and infrastructure.
- g. **Simplify and streamline administration:** The new mobile app should simplify app administration. It should also streamline business operations and minimise the reliance on third-party vendors to maintain the app.



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## **5. The Commercialisation of Supercars' Digital Assets**

- a. Beyond redesigning our digital product offering, we are seeking proposals on how we can best commercialise our digital assets, including our website, app, and social media channels.
- b. We are exploring the option of selecting a new vendor to run the ad operations functionality for the Supercars website and app. This includes setting live and managing activity for our partners that receive digital entitlements, selling direct and programmatic deals on the Supercars website and app, as well as sell branded content deals with distribution on our social channels.
- c. We are also seeking new ways to commercialise our digital product offering without cannibalising our core brand proposition and long-term sponsorship revenue.
- d. Supercars also recognises the need to bolster its efforts to harvest data and fan customer profiles for our partners. We need to be at the forefront to enable our key commercial stakeholders to mine and utilise our customer insights.

## **6. Estimated Budget & Pricing or RFP Response Document**

All pricing is to be submitted in \$AUD exclusive of GST.

We understand there are various phases involved in a digital transformation, so if your firm prefers to provide quotation covering only certain phases of this type of project, please ensure that each phase is fully and clearly described and is denoted along with budgetary quotation.

## **7. Response Document**

All respondents are asked to include the following in their response document:

- a. Company Background – company summary including, background, experience and how your company will best deliver on Supercars' digital transformation.
- b. Detailed Component Response – detailed response to selected component/s including pricing.
- c. Examples of Work – vendor to provide three examples of work and three references.
- d. Project staffing detail.

## **8. Notes on RFP Response Document**

- a. Selection Panel - The selection panel decisions relating to the shortlist and final selection of companies, will include members of Supercars' Digital, Marketing and Commercial teams.
- b. Costs – Companies will be responsible for all costs associated with their response including document preparation, submission, clarification and all travel and ancillary costs.
- c. Conflict of Interest – Respondents are asked to identify any current and or potential conflict of interests pertaining to their response or ability to service Supercars throughout the agreement.
- d. Awarding of Contract – Supercars reserves the right to award a non-exclusive contract to either a single and or multiple companies, as per specific expertise and responses.
- e. Further Requests – Supercars reserves the right to submit further requests of information to each respondent.



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- f. Selection Process – Supercars reserves the right of complete discretion to select the proposal(s) that best meet the selection criteria and objectives of the research and insights program. Supercars may not select any of the submitted proposals.
- g. Changes to Process – Supercars reserves the right at their discretion to amend, adjust or cancel the details of this RFP document. This includes the RFP timetable. All respondents will be advised in writing as to any change.

#### **9. Delivery of RFP**

All RFP's should be delivered (either by post or e-mail) to:

Dijana Barbarich  
Head of Digital Transformation  
Supercars Australia Pty Ltd  
Level 34, Suite 2, 100 Miller Street  
North Sydney, NSW 2060

E-mail: [dbarbarich@supercars.com](mailto:dbarbarich@supercars.com)

#### **10. Final Note**

The selection of the winning bidder will be at Supercars' complete discretion. Additionally, there is no guarantee that a bidder will be successful.

#### **11. Appendix**

[Appendix A: Background on Supercars](#)