

MARKETING COMMUNICATION

To: All stores and stockists
From: Marketing
Subject: Toby Price Tour
Date: Wednesday 18 August



Toby Price, famed for his incredible off road motorbike skills and nice guy personality, joined the ARB Marketing team on a trip through the South Australian countryside exploring some well-known spots and having a laugh along the way.

The trip starts in Beachport and sees the team head up the beach to Robe, then carry on to Bendleby Ranges Station to tackle Billy Goat Ridge and Willow Springs to drive Skytrek. Delving further into the Flinders Ranges, the team explores Brachina Gorge before moving onto Angorichina Station to check out a 170-year-old shearing shed and Toby takes a shot at the mini Dakar track. The trip ends at the famous outback pub, the Prairie Hotel.

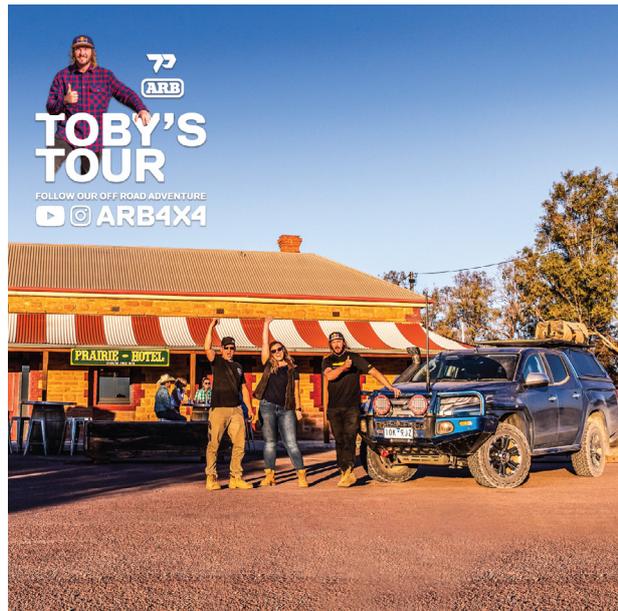
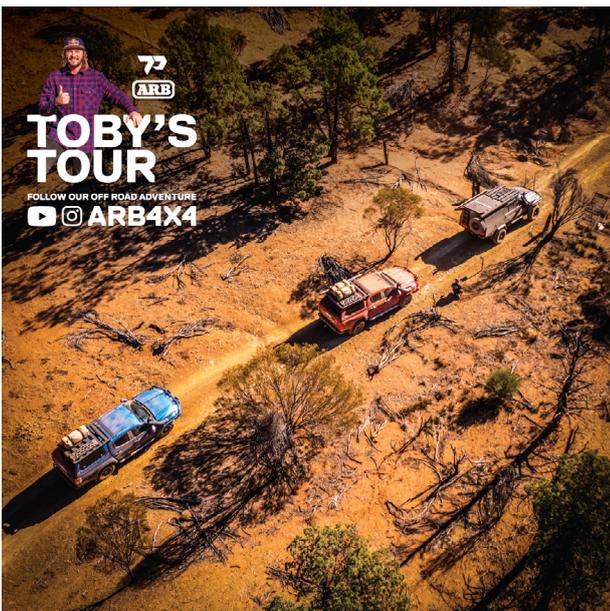
We will launch the series, named Toby's Tour, on August 22nd with a weekly episode drop on YouTube, supporting posts on Instagram and Facebook, and a landing page on our website (www.arb.com.au/tobys-tour). Further to this, we'll have reels advertising the episodes for Instagram and Toby will be running a few competitions on his page. We encourage all ARB team members to follow Toby on Instagram and Facebook.

We'd love all stores and stockists to support this content on your own pages with the following collateral available from Dealer Dashboard:



SOCIAL ASSETS

Example posts:



Download the social assets from Dealer Dashboard and post along with our episode schedule on the next page.



SCHEDULE

Below is the content distribution schedule across the official ARB channels and Toby Price's channel. We recommend planning your schedule outside of these times to maximise the effect of the content. All content should only be posted once ARB official channels have posted it. Please ensure you are tagging official ARB channels and using the hashtag: **#TobysTour21**

ARB official channels:

YouTube: ARB4x4

Instagram: ARB4x4

Facebook: ARB 4x4 Accessories

Toby tour release						
Date	ARB 4x4					Toby Price 87
	YT	IG/IGTV	Facebook	eDM	PR	IG
Sunday 22nd August	Beachport to Robe episode	IGTV: Beachport to Robe Ep	Image post about ep + link to YT			
Tuesday 24th August				Introduction		
Wednesday 25th August		IG: REEL promoting ep				Recovery Kit Comp
Thursday 26th August		Stories: Repost Toby comp	Stories: Repost Toby comp			
Sunday 29th August	Bendleby Episode	IGTV: Bendleby ep	Image post about ep + link to YT			
Wednesday 1st September		IG: REEL promoting ep				Draw winner of Recovery
Thursday 2nd September						Locker Comp
Friday 3rd September		Stories: Repost Toby comp	Stories: Repost Toby comp			
Sunday 5th September	Flinders Part 1 episode	IGTV: Flinders P1 ep	Image post about ep + link to YT			
Wednesday 8th September		IG: REEL promoting ep				
Thursday 9th September						Draw winner of locker
Sunday 12th September	Flinders Part 2 episode	IGTV: Flinders P2 ep	Image post about ep + link to YT			
Wednesday 15th September		IG: Reel promoting ep				Driving lights comp
Thursday 16th September		Stories: Repost Toby comp	Stories: Repost Toby comp			
Sunday 19th September	Flinders Part 3 episode	IGTV: Flinders P3 ep	Image post about ep + link to YT			
Tuesday 21st September				Catch up	Catch up	
Wednesday 22nd September		IG: REEL promoting ep				Draw winner of lights

Our partnership with Toby is important to us and we are always considering new ways to promote it. Once you have watched the Toby's Tour episodes, if you have any feedback, we'd love to hear it! Please feel free to email Shannon Alderwick on salderwick@arb.com.au with any feedback.

If you have any questions on this content package or how to best support it, please feel free to contact the Marketing department.

Cheers
ARB Marketing

