**Creative Brief:**

[**www.isyndicate.com.au**](http://www.isyndicate.com.au)

Tag Line: *"sharing racing with life"*

When considering becoming a thoroughbred horse owner, there are many detailed processes to take into consideration when entering the racing industry.  Racehorse ownership is an exciting experience that can build friendships, business networks; create wealth, knowledge of the industry and of course an incredible social connection with fashion at the racetrack.  So, how do you buy a racehorse?  To those in the industry, this is a simple question. But to the majority of people in the wider community (and potential racehorse owners) they would have no idea as to how to go about buying a share in a horse. For too many newcomers, the process of buying a share in a racehorse is a complete mystery and they often don’t know where to start and with that said, most people will buy a share in a racehorse based on word of mouth.

Enter **isyndicate.com.au.**

Our aim is to supplement that word of mouth with a website that helps customers who are interested in racehorse ownership understand their needs and discover what is important to them when choosing between particular syndicated horses.  The principal activity of the **isyndicate.com.au** website is to act as a comparison and provision of horse syndications to Australian consumers on behalf of participating syndicators and racing partnerships. The syndication of racehorses has become a common phenomenon in the past 15 years due to the rising costs of purchasing and racing a horse, particularly in metropolitan areas around Australia.  No longer is it just a sport for the kings, syndication has allowed the involvement of having up to 20 owners in a horse, where people can purchase a percentage share which fits the dollar outlay they are looking to invest.

*In addition, the racing industry is forever in a day trying to attract new owners and participants and they should be made aware of the ‘hidden costs’ of owning a racehorse.  Instead of just pointing to an AFS License, we aim to make syndicators accountable for the margins and costs that they add to the purchase price of a horse.  With factual information drawn from freely available Product Disclosure Statements, all provided by the syndicators themselves, we aim to be an infomediary for new horse owners to independently assess data about the syndicators and their horses when considering a share purchase.*

One of the greatest things about racehorse ownership is that there are different types of options available; depending on budget and the level of involvement you are looking for.  Unlike single ownership, where the horse has only one owner who buys a horse, chooses the colours, covers all the costs, makes all the decisions and enjoys the rewards, people may decide to be a part of a syndicate ownership –where the thrill of winning can be just as rewarding and electrifying for even the smallest shareholder. The two main racing ownership options that **isyndicate** wants to concentrate on are **partnership and syndicates**.   A partnership is the most common form and it provides the partners with many advantages including share the costs, and the fun.  They are limited between two and ten people and can be formed by anyone from family and friends, work mates or sports teams.  A syndicate is another common form of multiple person ownership.  Syndicates and partnerships have many similarities although syndicates are registered differently and operate under a different set of rules defined in the Rules of Racing. The most relevant being that through a syndicate there must be the appointment of a syndicate manager who is then authorized to control the syndicate.  Licensed syndicators in Australia are authorized to provide product advice and deal in horse racing schemes.  The Australian Securities & Investment Commission (ASIC) issues all approved

Racing horses is a high risk pastime, and should only be considered as a form of entertainment.  The prospect of profiting from a horse purchase, although definitely possible and potentially highly rewarding, is not the reality for the majority of investors.  Most people in the market invest for the fun of owning a racehorse and being involved in the career and growth of that horse.

Ultimately though, the quality of advice that one receives in the early entry into buying a share in a racehorse, is likely to have a major influence into future success and it is therefore important for any new horse owner to have the right information and that information needs to be easily digestible.

**All of which relates to retention being the number one driver.**

**The Brand DNA…**

* Strong, powerful, user generated friendliness
* Think about this tag line - ***"sharing racing with life"*** - it’s our whole mandate to bring the outside masses to the industry.
* It’s better to be involved with a small share in racehorse than not been involved at all.
* The people you meet, the fashion and social times at the course are experiences second to none.
* Our vision is to ultimately bring growth to the racing industry, create value to the end customer and provide transparency to an industry.
* The demographics of the audience are 1) Top End CEO’s, aged 35 to 55plus, both male and female, 2) middle weight independents, who like to dabble and have disposable income aged 30 to 45plus, both male and female, 3) those in the industry, who are constantly on the look out for opportunities, varying ages, 4) the young entrepreneur 25 to 35 male and female version of the new wealthy, more time less work approach.
* From a branding point of view, the client likes the look and feel of http://www.sorted.org.nz
* They want to integrate colours of blue, grey and white and yellow into their logo and brand.
* They are looking at a website development to between http://www.realestate.com.au and a comparison tool on that site like http;//www.iselect.com.au...
* Current comparisons are http://www.highclereracing.co.uk