



Race Track Industry Program

**34th ANNUAL  
SYMPOSIUM ON RACING & GAMING**

**THURSDAY, DECEMBER 6, 2007**

**A Commercial Break**

**Master of Ceremonies:**

**Allen Gutterman**, V. P., Marketing, Santa Anita Park

**MR. STEVE BARHAM:** This is actually the third annual "A Commercial Break," and each one of those has been sponsored by Sport View Technologies. And for each one of those, the master of ceremonies has been Allen. Allen's bio is in the back of the program, I'm not going to spend time reading that to you. I'm just going to turn it over to Allen and he's going to direct you through the process.

**MR. ALLEN GUTTERMAN:** Thank you very much. Good afternoon, it is always a pleasure.

**(Applause)**

Thank you, thank you so much. I'm always excited when I have the opportunity to follow snail venom, which the last panel did so well. I'm Allen Gutterman, I work at Santa Anita and it's basically what we're looking to do here today is kind of discuss the business of television commercials. I'm kind of like the light entertainment at the end of the track surfaces and everything else, and, it is a great pleasure to be here.

What we have here is a probably the most interactive session at the Symposium, because you are all going to get an opportunity to vote. We have this year, I think its 11 finalists that were chosen by the students of the Race Track Industry Program, and they worked real hard to do this. We are going to show these spots to you, I'll talk a little bit about them first, so we will show these spots to you and then you're going to, you've been given ballots already, and you're going to be asked to vote.

I think it's a lot to ask you to watch a spot once and then be expected to vote on it, especially with boom, boom, boom, boom, 11 of them all in a row. Most of them are 30 seconds, some of them are up to a minute 20 seconds, some of them in foreign languages. So what we are going to do then is kind of wait a couple of seconds here and then show them again.

So I'm thinking here, I was thinking earlier today, what's the best way to do this? Maybe, just when you see something that you like, mark down, maybe next to that one, a three, and if you think it's okay put a two, and if you just think it's just, you know, fine, then a one; if you don't like it at all, a zero. That might help you because you are going to watch it a second time, it's like watching anything a second time, you'll absorb more of it and try and get the message.

When that's over, you're then going to be asked to vote for the ones you liked best on that ballot, and then Wendy and the staff here will come and collect them. While they are collecting them, we are going to look at a whole bunch of other commercials, some from the same people who sent in the first group, but didn't make the finals. And then, if any of you associated with any racing associations and you do commercials, you should think about sending them in, because this is a lot of fun and we are trying to build this up into a big deal every year. So encourage your racetracks in the various states to participate in this, and a lot of work went into this by a lot of ad agencies, a lot of independent companies, a lot of racetrack marketing staffs, so I think this will be good.

I think that's everything that I wanted to tell you beforehand, it's just that, take this seriously, all the things that have been discussed this whole week have been indeed very serious. But this is where we probably spend millions and millions of dollars to create these spots and then buy the media to show them, and they are the lifeblood of getting our messages out. And one of the things that I want us to think about while we are watching these spots, because we are going to talk about it a little later, is what exactly are we trying to accomplish with these spots, what is it that we are looking to do, we have, certain tracks have the need to brand their facility and other tracks have a — are long well established, like the track I work at, and, maybe there is a need for a greater retail message. But whatever, you know, there is more to it that goes into it than just say, is it more important that you have a commercial that people laugh about and remember or is it more important to have a commercial that made somebody think about going to the racetrack this weekend. And, I'm not saying, there is no right or wrong in all this, it's just, they all serve different purposes.

So why don't we get started now. This is, well, I'll tell you what, one second, let me just tell you what you're going to see. You are going to see, from the finalist, these are the ones that made it, there is going to be a spot from Sweden, I think it's about a minute 20 seconds, actually, so I don't know how they sell their airtime in Sweden, but it must be cheap! It's called "Born to Run." .....**Other terms, concepts and keywords contained in the balance of this transcript are:** marketing, branding spot, ads, branding, retailing, commercials, target audience, television, advertising, retail, California, Del Mar, Japan, Paris, Palm Beach Kennel Club, Prairie Meadows, Remington Park, River Downs, Santa Anita, Saratoga Racecourse, Golden Gate..... If you desire a full transcript contact [bprewitt@ag.arizona.edu](mailto:bprewitt@ag.arizona.edu)