Hinchman Income

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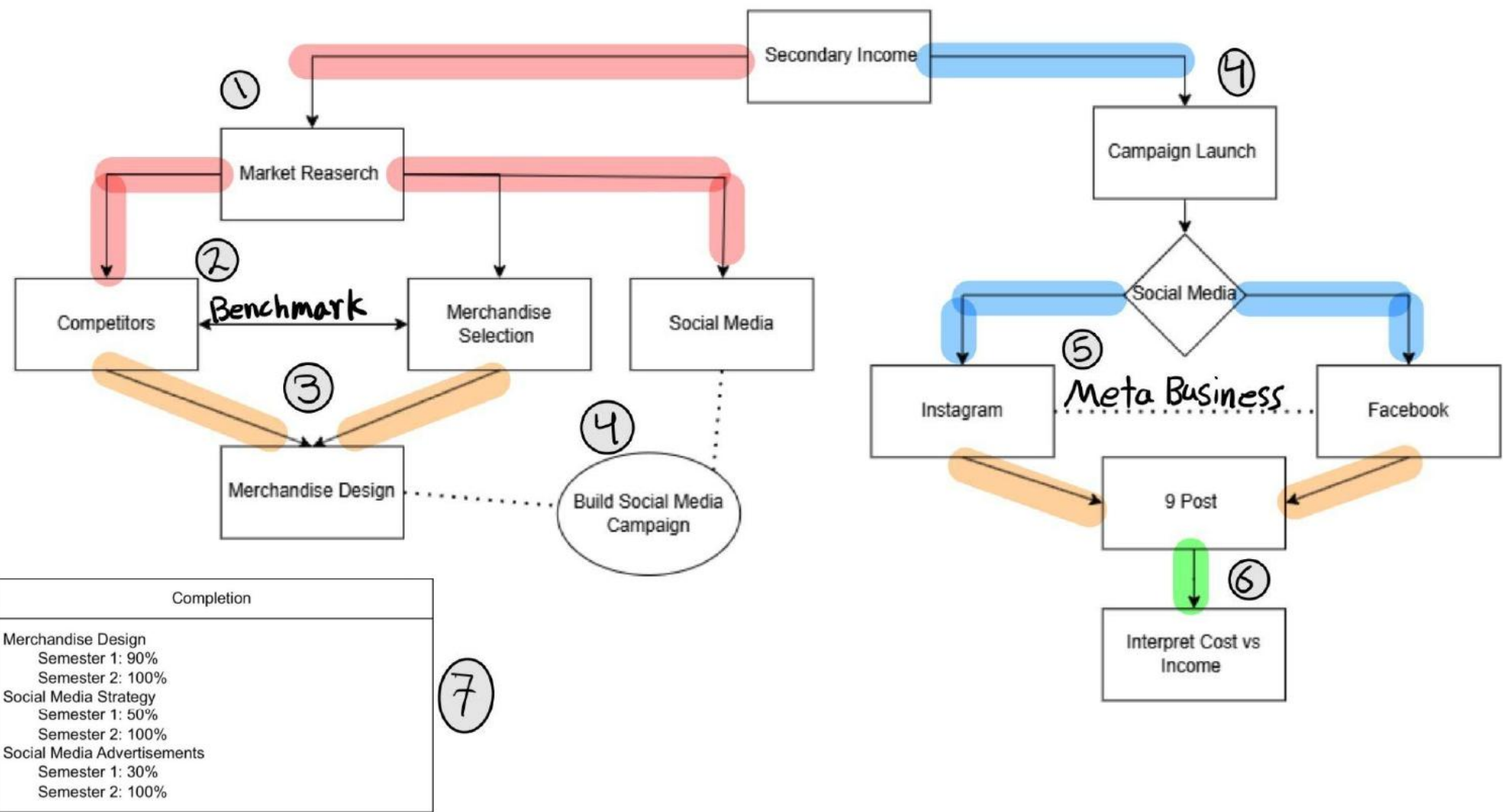**PURDUE UNIVERSITY**
Polytechnic Institute

OBJECTIVE

Our objective was to design, test, and optimize social media advertising materials for Hinchman. Testing variables included different target audiences, geography, and performing design of experiments on unique elements of the advertising materials. Two ad campaigns we launched to measure engagement and optimize our customer conversions. This project established a data-driven strategy for future digital marketing sales.

Once our creative merchandise process is finalized, we created sampled them using several print-on-demand (PoD) platforms—namely Printful, Printify, and Gelato. After comparing product quality, pricing, and platform features, we selected Printful for its superior consistency and customization options.

CONCEPTS AND EXPERIMENTATION

Audience Segmentation:
  Group 1: "Those who like this page"
  Group 2: Created interest group (hobbies: automotive, racing, fashion, small business supporters)
Product Focus:
  Promoted snapback hats, beanies, sweatshirts, and t-shirts
Ad Creative Development:
  Semi-professional photos taken
  Product-only shots against white background
  Modeled shots (men and women)
  Selected the three best images for each product
Campaign Structure:
  Three campaign categories within each block:
  Hats
  T-shirts
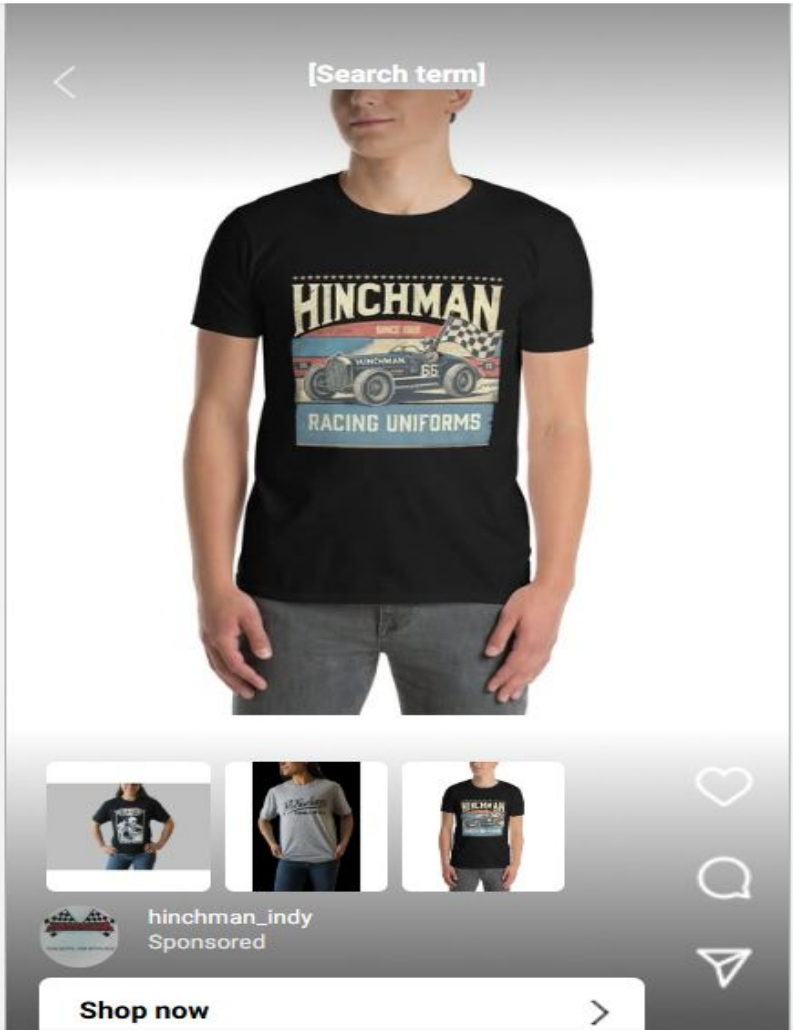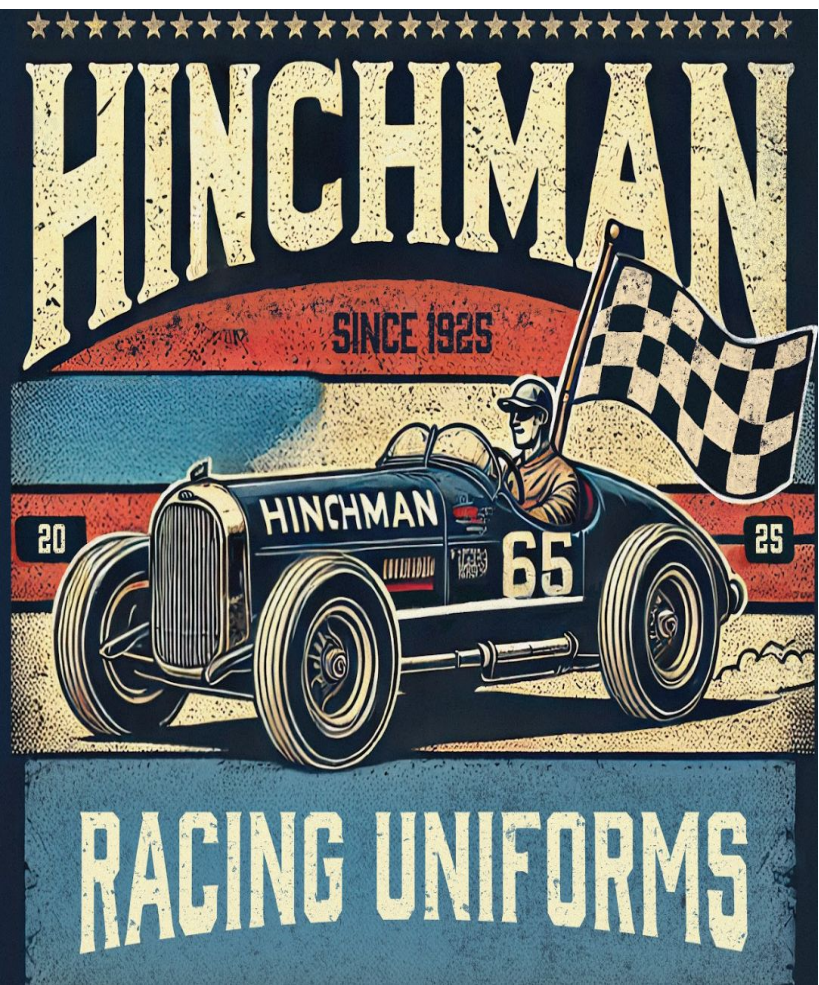 "Bundles" (e.g., hat + t-shirt, beanie + sweatshirt)
Targeting Strategy:
  Location restricted to a 25-mile radius around Indianapolis
  Based on data indicating highest Hinchman brand recognition
Budget Allocation:
  $35 total budget per ad group
  $5 spent per day per ad
First Campaign (March 19–24, 2025):
  Each block live for 24 hours
  Primary goal: Measure engagement metrics
  Link clicks
  Cost per click
  Click-through rate
  Views
Second Campaign:
  Focus shifted to customer conversions
  Full purchase cycle targeted:
  Ad view → Website click → Add to cart → Complete checkout
  Successfully achieved full customer conversions

CUSTOMER PROBLEM AND BACKGROUND

- Hinchman Indy, a historic name in motorsports
- Producing racing suits for customers for decades.
- The high-quality brand enables new sales opportunities
- Hinchman's current customers are professional and semi professional drivers
- There is a market gap for casual racing fan
- Our teams goal is to address this market gap by developing new merchandise design to make new products lines that are more accessible for casual customers
- In addition, we would develop social media strategy by launching ads campaign on facebook and instagram and observe customer's engagement.
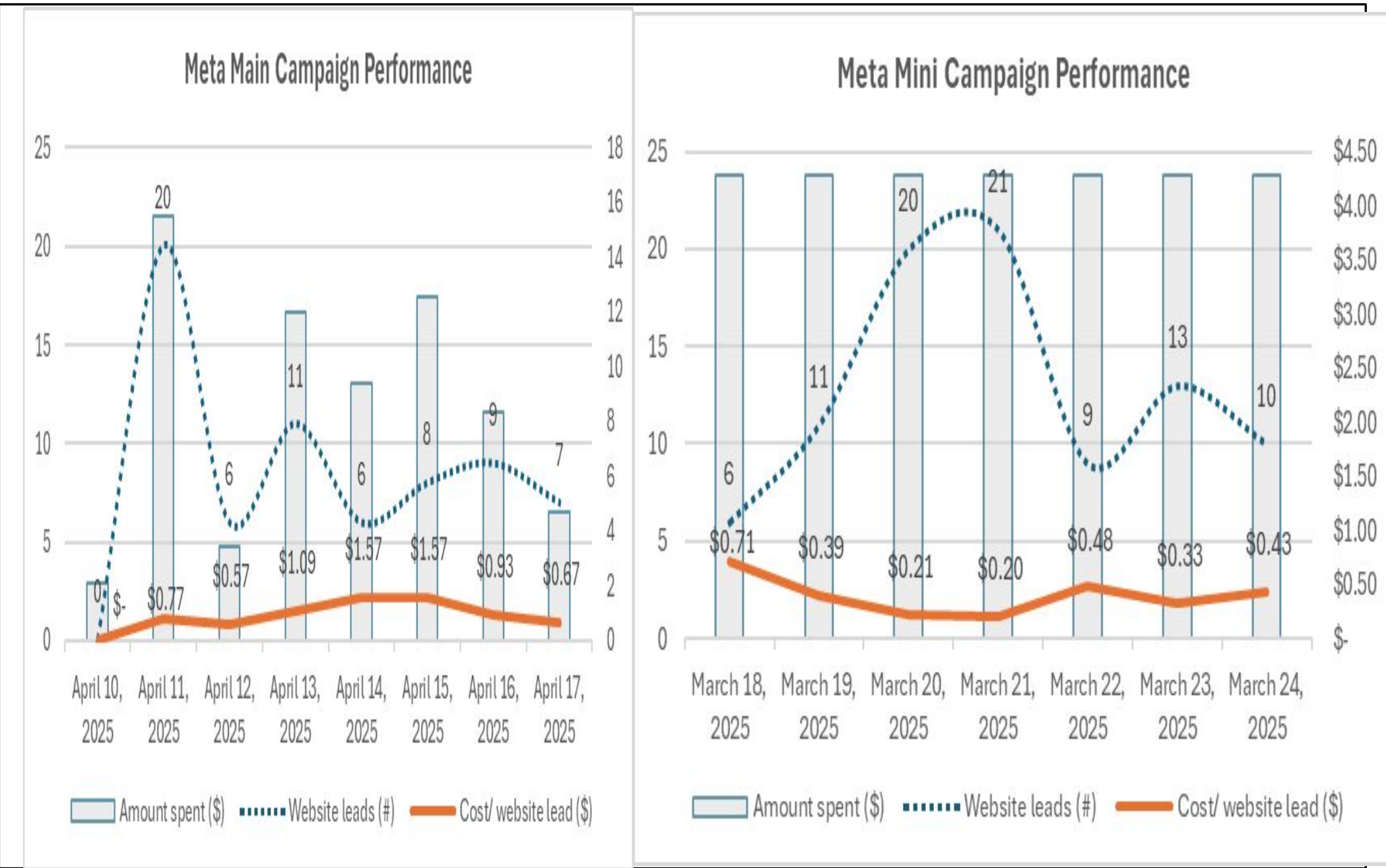
Creative Content Development

The merchandise development followed a four-step process:

1. Concept Creation
2. Refinement
3. Final Touches
4. Production
 - Initial design concepts were inspired by Hinchman's motorsport legacy and created using a mix of manual sketching and AI-assisted tools to generate visual ideas quickly.
 - Concepts were refined through collaborative feedback and iterations.
 - Alina Holtman contributed during the final touches stage by correcting design inconsistencies.
 - Final designs were produced using efficient, scalable print-on-demand methods, supporting Hinchman's merchandise expansion.

TESTING RESULTS

CONCLUSION AND RECOMMENDATIONS

-Our Hinchman merchandise project confirmed real market demand for expanding into apparel and lifestyle products.

-A targeted campaign led to five separate customer orders, validating both product appeal and the effectiveness of direct-to-consumer social media marketing.

-These early results indicate strong potential for growth with further refinement and focus.

-A key takeaway is the need for a consistent and engaging online presence.

-We recommend that Hinchman hire a full-time social media specialist to:

 –Drive brand visibility

 –Build a stronger online community

 –Increase conversion rates

 –Maintain momentum and ensure the merchandise line continues to grow