

## NASCAR Cup Series

David Owens thought he died and went to heaven. His boss, Marilyn Woodside, the Senior Sports Marketing Manager at the Coca-Cola Company, assigned his project team to develop a promotional plan that would leverage Coke's partnership with NASCAR for the next season. Ms. Woodside was a seasoned marketer, but relied on the talented staff at Coca-Cola North America (hereafter CCNA) to bring fresh ideas that were actionable and effective in delivering results. The previous year's tactics had gone well, but David knew the future plan would need to be a win-win for both CCNA and NASCAR, and not just repeat old ideas.

It was not that long ago that a high school friend invited him to an event. The excitement and competitive drive of the race ignited a passion for following NASCAR, and attending the races. Now, having graduated from business school and landing a job, he would work for two of his favorite brands – Coke and NASCAR. SCORE!!! But the real work to be done was ahead. David knew that not everyone on the team was a NASCAR fan, and he needed to get them up to speed to do their best. He put together a few notes and slides that would inform the strategy and discussion about NASCAR, CCNA's objectives, and the target customers, for the next team meeting. He started to assemble his thoughts and research....

### NASCAR

Auto racing in the United States had once been a loose collection of competitive drivers, with various levels of professionalism. NASCAR (the North American Association for Stock Car Auto Racing) was founded in 1948 in by William France, Sr., and is the organization that sanctions and operates various competitive racing series in over 1500 races at over 100 tracks in 48 states, Canada, Mexico, and Europe. Headquartered in Daytona Beach, FL, it also broadcasts in over 150 countries, and has an extensive online and social media presence. The three largest national series are:

- + The NASCAR Cup Series – the highest level with the biggest prize Money, and is most strongly associated with the NASCAR name. Kyle Busch is the 2019 NASCAR Cup Series champion.
- + Xfinity Series, which runs fewer races than MENCS, but many drivers enter both series.
- + Gander Outdoor truck series

The regional series include the K & N East and West\*, the Whelen Modified Tour, NASCAR Pinty's series (Canada,) Whelen Euro series, and NASCAR PEAK Mexico Series. It has also presented races in Japan and Australia. The NASCAR schedule can be found at [www.nascar.com](http://www.nascar.com).

\*K & N Engineering, headquartered in Riverside, CA, is a major manufacturer of air filters, cold intake system, and related products.

While racers are predominantly white males, NASCAR's Drive for Diversity and NASCAR NEXT programs have fostered an increasing diversity of drivers who are helping to expand the appeal of NASCAR. Diversity can be featured as a promotional theme across platforms. This

includes drivers from diverse nationalities, pedigree, gender, fan base, racetrack, location (New York, Los Angeles, Chicago, Atlanta, etc.) and ethnicity (25% of NASCAR are multicultural.). Some of the higher profile drivers who reflect this diversity include Daniel Suarez and Darrell “Bubba” Wallace, who competed successful in the 2019 NASCAR Cup Series. Each has his/her following, including social media accounts. For example, 26-year-old Wallace has 153,000 followers on Instagram, and 210,000 on Twitter, and 83,000 on Facebook. Fans can find a wealth of information on NASCAR’s website, including series schedules, race news, links to teams and individual racers, TV links, NASCAR merchandise shop, etc. Teams and drivers also maintain their own websites and social media accounts.

The NASCAR website has a link for fans to join a fantasy e-sports league, which is an important part of its strategy to attract Millennials (Koetsier 2019.) Growing interest has also been shown in the NASCAR Heat console game, and the subscription-based iRacing online simulation game.

(A discussion of NASCAR fandom is in a section later in this document.)

## **NASCAR PROMOTIONS and FAN ENGAGEMENT**

NASCAR recognizes that much of fan attraction is similar to other sports – being part of a group that supports a team. As such, it has started to offer discounted college tickets, emphasizing the social and party atmosphere of attending with friends. Tracks have also made enhancements to the fan experience, including more comfortable seating, new suites, expanded food options, and upgraded WIFI capabilities. Some tracks in hot spots like Phoenix have added more shaded seating, TV’s in common areas, expanded parking, fan zone, and a new pit road (NASCAR 2018.) Talladega has a new, large, open-air social club that overlooks “the Garage Experience,” where fans can view the cars of top 22 drivers, where they are prepped by race teams (NASCAR 2019.)

## **COCA-COLA**

The Coca-Cola Company has been in business since 1892, and has been a dominant player in the soft drink market throughout the 20<sup>th</sup> century and to date. Its business model is centered on producing the concentrate that licensed bottlers use to make the drinks. The bottlers hold exclusive rights for sales in a geographic territory, engage in their own promotional activities, but share many campaign initiatives with the parent company.

The company has been doing well. It reported a profit of \$2.59 billion in 2018, compared to \$1.89 a year ago. New revenue rose 8% to \$9.5 billion. While global case volume rose 1% (compared to 2% worldwide,) North America was still a large, important market for the classic Coke brand, increasing 3% in case volume (Maloney 2019.) It also seems that carbonated soft drinks are making a comeback with younger drinkers. (Maloney 2019.)

David was tasked with focusing on the “Coke Classic” sales to keep up the momentum, and the focus on the sponsorship at the events.

## **RECENT COCA-COLA ADVERTISING AND PROMOTIONS**

Coca-Cola is a significant participant in advertising and promotions. Besides ubiquitous television commercials, it has also engaged in product placements; “personalized” bottlings with individual names or team names on the cans and packages; event sponsorships; promotional pricing; in-store displays; and online relationships with Amazon and Peapod; logo-ed merchandise; among other activities. The [www.coca-cola.com/offers](http://www.coca-cola.com/offers) website shows other ways that Coke engages with marketing partners. Some of these rely on the “Sip & Scan” icons on Coke packaging that reward customers with various promotional products and experiences for purchasing Coke.

As flagship brand, Coca-Cola is in a position to take advantage of its partnership with NASCAR to take its promotions to a higher level, using multiple cues to invite response from different cross sections of fans. NASCAR’s various race tracks present a fantastic opportunity to nuance and differentiate promotional offers, customized to the peculiarity of tracks. Coca-Cola promotions with SixFlags is a great example:

“Save BIG on one-day tickets when you present a Coke can at the front gate. Or skip the ticket booths and buy your tickets here to save even more, courtesy of Coca-Cola's online discount.  
**Pick your park below to see the discounts available.**  
<https://www.sixflags.com/coke-landing> “

Coca-Cola’s featured rewards with other brands it co-promotes are also noteworthy.

<https://us.coca-cola.com/offers>

Further, Coca-Cola promotes flavors themed with different geographic locations (e.g. Georgia Peach, California raspberry). Given NASCAR’S track locations, similar themes can be used to co-promote the brand. <https://us.coca-cola.com/coca-cola-local-flavors/>

## **COCA-COLA, NASCAR PARTNERSHIP**

Coca-Cola has a long history of successful collaboration with NASCAR. The brand has been associated with stock car racing for more than 50 years and it has been the official sparkling beverage of NASCAR since 1998. In 2018, the company extended its partnership with NASCAR for another five years through the 2023 season. As a Premier Partner, Coca-Cola welcomes more opportunities to connect the NASCAR fans with unforgettable experiences. The partnership affords the brand to further contribute to the growth of the sports into the future. As a Premier Partner, Coca-Cola continues its sponsorship of NASCAR Troops to the Track and NASCAR Salutes to honor the U. S. Armed Forces heroes and their families as part of “*NASCAR Salutes Refreshed by Coca-Cola*”.

Coca-Cola will also continue to own race entitlements at Charlotte Motor Speedway and Daytona International Speedway. In addition, Coca-Cola becomes the presenting sponsor of the NASCAR Cup Series regular season championship trophy.

Coca-Cola's long-term relationships with two leading racetrack management companies, International Speedway Corporation (ISC) and Speedway Motorsports were further solidified. In October 2019, ISC was acquired by NASCAR and Coca-Cola got into a better position to connect with fans as a leading non-alcoholic beverage supplier for all the NASCAR-sanctioned tracks.

## **COCA-COLA RACING FAMILY**

A highly featured part of the brand's promotional association with NASCAR is the Coca-Cola Racing Family -- a group of top drivers that includes The Family is currently made of NASCAR Cup Series drivers: Austin Dillon, Denny Hamlin, Joey Logano, Ryan Newman, Daniel Suarez, and Bubba Wallace.

Coca-Cola Racing Family members make appearances and are featured in the brand's advertising, promotions and packaging.

## **EXAMPLES OF CROSS-PROMOTIONS BETWEEN CCNA, NASCAR, AND RELATED OTHERS**

Many of the cross-promotions between CCNA, NASCAR, and related businesses (grocery stores, convenience stores, and food service) center on programs that offer discounted race tickets, special Coca-Cola packaging, sweepstakes, or driver appearances. For example:

In May 2019, CCNA and a local bottler in Charlotte, NC, and the regional team offered fans of the Coca-Cola Racing family favorite meal bundles. Here, four drivers picked their favorite Coke + domino's menu item bundle. CCNA also promoted this item with a discount ticket offer to the Coca-Cola 600, in addition to a sweepstakes where fans could enter to win a "personal" pizza delivery from a Coca-Cola Racing Family driver – a "surprise + delight" moment. The results for this program included a +31% case growth for the bottler.

Coca-Cola Racing Family driver appearances have been successful at retail locations (grocery stores, convenience retail, food service customers), military bases, conventions, and corporate headquarters through points of sale. Before the historic 60th running of the Coca-Cola 600 on May 26, 2019, the Racing Family drivers made trips to regional military bases. They visited the bases of all five branches of the U.S. Armed Forces that include the Naval Station Norfolk, the military installation at Fort Bragg, Seymour Johnson Air Force Base, Marine Corps Recruit Depot Parris Island, and U.S. Coast Guard Station Wrightsville Beach and took in unique experiences with servicemen and servicewomen and their families as the brand's goodwill ambassadors. <https://www.charlottemotorspeedway.com>.

A nationally-mandated program with Circle K convenience stores employed a few tactics: First, Sweepstakes have generated much interest, and often provided avenues for future customer engagement through text, online, and Circle K LIFT screens when customers entered. In one campaign, six prize winners and their guests flew to Las Vegas for a VIP race weekend experience. The Coca-Cola Racing Family promoted the cans and

sweepstakes creatively on their personal social media handles, in addition to their team social handles.

Special 16-oz cans that featured members of the Coca-Cola Family were available at 8,000 Circle K convenience stores, as well as a souvenir Circle K Polar Pop (fountain cup that featured the Coca-Cola Racing Family).

“Closed loop” promotions have included joint efforts between CCNA and a track partner for a special ticket offer that contains a redemption code. The offer can be accessed by a specific CCNA customer, such as a retailer, and redeemed through the track website or ticket office.

Some track concessionaires will work with local bottlers on special promotions, such as buy four 20-oz Cokes at the track, and receive a few Coca-Cola branded cinch bag.

## **NASCAR FANS**

Fan affinity is also a large component to NASCAR fandom. Similar to David’s experience, the first introduction to NASCAR is typically via friends and/or family. It is a group-viewing activity -- #2 according to Nielsen among pro sports. Whether the excitement of the track event or watching at home, being a fan of a specific team or driver with your buds is an important part of feeling part of the action.

David knew that NASCAR fans are many and engaged. A variety of independent research reports and internal data compiled by NASCAR (NASCAR, n.d.) confirmed this. 48 million unique viewers watch the race on TV, 98% of whom watch a MENCs race live or on the same day. The digital platforms are very active: NASCAR ranks #1 for digital consumption among all major sports leagues, with visitors viewing 4.8 pages per visit on average. Fans showed 202 million visits to the website, 992 page views, and 1.6 average race day visits. The NASCAR mobile web earned 2.6 billion impressions, and 330 million video views, and 19 million average MENCs race day impressions. Indeed, NASCAR fans view NASCAR content on their smartphones (83%) and/or mobile apps (79%.) On average, NASCAR fans consume nearly 10 hours per week of NASCAR content across all media channels. NASCAR is notable in that 36% of viewers across all digital platforms are female, the highest percentage compared to all major sports leagues websites.

Streaming has forever changed how fans consume sports content, as well as how properties and media sell and distribute their content rights. Streaming has also provided a more accessible platform among younger generations to engage.

Social media has become an important communications venue for NASCAR. The NASCAR Facebook account is used by 53% of fans 13-34, with 38% of them outside the USA. In the same age range, 53% use Instagram, 75% use Twitter, and 90% use Snapchat.

NASCAR fans show deep loyalty to NASCAR sponsors. Usefully, the logos of NASCAR sponsors are clearly displayed in every race. 86% recognize that NASCAR drivers couldn’t run

without their sponsors, and 81% agree with the statement, “I appreciate what a sponsor provides to the NASCAR experience.” Usefully, these sentiments translate into valuable actions to the sponsor. NASCAR fans demonstrate their loyalty to sponsors by being #1 in trying, recommending, and consciously supporting sponsors, and being #1 in social media advocacy for sponsor brands. 73% of Millennial fans talk positively about brands that sponsor NASCAR, and 63% “always buy products or services from NASCAR sponsors.” 55% switch brands specifically due to a NASCAR sponsorship.

Many assume that the NASCAR fan fits a limited demographic profile: older, male and white. In fact, MENCS events have the second largest audience of 18-49 year-olds and female viewers, at 761,000 and 1.13 million per event respectively, only behind the NFL in 2018. The 18-34 audience is large but has room to grow, with TV viewer ship at 251,000 per MENCS event. Nielsen research reported that the average race in 2018 had 251,000 viewers in the 18-34 age range, topped only by NFL and NBA games compared to other pro sports. Some fans start young viewing with their families and friends: Nielsen identifies 144,000 children age 2 – 17 watching each event.

Further, 25% of NASCAR fans identify as multi-cultural in 2019, up from 20% in 2011. While not comparable to the 33% of the overall U.S. multi-cultural population, the trend shows increasing diversity in the fan base. Hispanics, the fastest growing ethnic group in the country, has also shown increasing interest in NASCAR events (de Atley, 2018.)

To sum up a profile, David noted that 63% of NASCAR’s fan base is male; 40% are in the 18-44 age range; a third of NASCAR households have children; the average household income is \$76K; and 66% are homeowners. While the largest percentage of NASCAR fans are in the South (41%), there is national interest with 24% coming from the Upper Midwest, 20% from the West, and 15% from the Northeast. Even so, the five top cities of fans expressing interest in NASCAR are Los Angeles at #1, followed by New York, Chicago, Atlanta, and Dallas.

Like many professional sports leagues, NASCAR is concerned about winning new fans and retaining active interest in the sport. Forbes (2018) has noted the drop in fan attendance over the years, which has resulted in some tracks reducing seating capacity, but bolstering other aspects of an improved fan experience. Fans indicate that a few factors contribute to this decline that are beyond the control of the tracks, such as rule changes about the races and increasing cost of travel to follow the teams (Gluck 2016,) the tracks and NASCAR are developing strategies to meet these challenges.

## **ATTRACTING MILLENNIALS AND GENERATION Z**

Many pro sports organizations were getting anxious about growing the next batch of fans. Many considered Millennials (born approx.. 1977-1994) and Generation Z (born approx. 1995-2012) to be new forms of customers. Some believed that fewer of these cohorts followed professional sports compared to previous generations, resulting in lower attendance rates and TV media ratings. To the contrary, at least one major consulting firm found that Millennials were consuming sports differently (Singer 2017.) Millennials were also twice as likely to use streaming websites, but also

some unauthorized sites. Millennials and Gen Z are also more likely to follow sports on social media than previous generations. Facebook dominates this space, but YouTube is often used by younger fan groups for sports highlights. To quote Jeramie McPeck, former VP of Digital and Brand Strategy of the Phoenix Suns, “It is smartphone and tablet usage by younger people who are on Snapchat or Instagram all day long, and watching a lot of videos on YouTube.” Since then, even newer platforms, such as TikTok, were rapidly gaining popularity. The message: connect to your customers where they are.

Millennials were projected to overtake Baby Boomers as America’s largest generation, as their population reached 72 million in 2018. Compared with previous generations, millennials and Gen Z are of more mixed racial and ethnic backgrounds, better educated, very comfortable with technology and digital environments, and often preferred to live in a metropolitan environment that provided jobs and lifestyle amenities as they entered their young adult years (PEW 2018). These generations are more global and diverse in their thinking.

Singer’s study for McKinsey also noted the influence of other factors: Millennials still watch live games, and are more likely to do so if there are no children in the house. Millennials who live alone (note: marriage occurs later in life compared to Baby Boomers and Gen X,) spent 15 percent more time out of their homes than previous generations. Singer also suggested that the digital sports experience needs innovation. Convenient access, quick navigation, and messages for short attention spans are key for these groups. Fast, intuitive social sharing should be encouraged. Fun, quick social contests to keep casual fans engaged in live games might be popular.

## **The Importance of Generation Z**

With 91 million and growing, Generation Z makes up the largest generation in the United States, according to Statista ([www.statista.com](http://www.statista.com)). This cohort is becoming the fastest growing generation in the marketplace within the next five years. This generation is important to marketers as it goes through defining moments and experiences, while coming of age and becoming adults (roughly ages 17 through 24), that can stay with them for a lifetime and influence their values, preferences, and consumption behaviors. This is a critical junction for sports marketers to intercept this generation and influence their behavior.

Economically, the members of Generation Z have strong buying power and command disposable income to spend on luxury accessories and quality sports content. Behaviorally, Generation Z members are physically active and play sports. They are more loyal to individual athletes than teams or leagues; they place loyalty on brands with social values that align with their personal beliefs. Gen Z members are however more open to change team fandom and more willing to pledge allegiance to teams outside their own geographic areas wherever they live in the world. Also, contrary to a common belief, Gen-Z people collectively do not have a short attention span; they however are selective and multitaskers. It is the quality of content, interactive opportunities and the overall entertainment experience that determine the amount of time this generation spends on the task. As an audience, Gen Z prefers shorter, snackable content over entire games or matches with long periods between lead changes and scoring. (Nielsen Reports 2019).

## **Generation Z’s Interests in Sports**

Although Generation Z is more likely to be fans of any sport than other generations, sports with a faster pace and tempo – such as hockey, surfing, martial arts, basketball, and extreme sports -- are better suited to attract the interest of this generation. Facing the challenge of attracting and engaging Generation Z, slow-pace sports such as baseball, motorsports, and golf, have become creative and accommodating. Baseball, for example, has sped up the game by reducing downtime between innings and during pitching changes, NASCAR has provided stage breaks and split-screen commercials, and the PGA Tour has relaxed its fan policy and allowed the use of smartphones along the golf course to capture pictures and videos for sharing on social media. With engagement and interest in mind, leading sports organizations and leagues are adapting to Generation Z population by creating snackable, interactive content that can grab their attention and drive engagement in a cluttered world.

### **Connecting and Engaging with Generation Z**

Video and podcast streaming, social media, websites, mobile apps, messaging, email are more popular with Generation Z and heavily used compared to older generations. In order to connect and engage with Generation Z, sports organizations and their media need to utilize social and digital channels and podcasts. Social media platforms have gotten into the sports distribution business by delivering highlights, behind-the-scenes content and bite-size clips, more suitable to Gen Z's snackable consumption habit.

Sports not only compete against other teams and leagues for the attention of Generation Z, they are in competition with entertainment and lifestyle events in music, fashion, e-sports, and gaming to satiate Gen Z's appetite for killer experiences. To compete, teams and leagues must reimagine sporting events and create unique entertainment experiences worthy of Generation Z's time, attention, and money. Looking to attract Generation Z, sports Organizations should consider the draw of celebrities, fashion, music, food and videogames in their events. Those leading the way have embraced the “festivalization” of sports by adding features such as concerts, food festivals, and shopping to turn live sports experiences into a more festival-like atmosphere. Sharing live-event experiences is also critical for Generation Z, so having good Wi-Fi connectivity and mobile phone service is essential in sports venues appealing to Gen Z.

Sporting events with tech tie-ins are significantly more popular with Gen Z than other fans. Traditional sports leagues are now making efforts to integrate e-sports competitions and online gaming into the entertainment experience. Formula 1, for example, launched its esports series in 2017, and has expanded it since, “to engage with the next generation of motorsport fans.” ((Nielsen Reports 2019).

Although Generation Z fans are not as excited about “adulting” product categories such as insurance, financial services, and health care as other generations, they are sensitive to social concerns about sustainability and social responsibility. They are 23% more likely than 25-69 age group to have consumed or intend to consume products and services tied to renewable energy and clean environment (Nielsen Reports 2019). They are participants in the sharing economy where acquiring, providing, and using goods and services(e.g., ridesharing by Lyft and Uber and home sharing by Airbnb) are shared by community-based on-line platforms. Both NASCAR and Coca-

Cola have a long history of activities in environmental preservation, diversity and corporate charity. NASCAR's decade-long focus on environmental preservation and its green initiative exemplify its efforts to preserve the natural environment and bring value and inspiration to the motorsports industry (<https://green.nascar.com/>); the 15-years-old NASCAR Drive for Diversity (D4D) program has been successful in attracting minority drivers and fans to the historically white and male-dominated auto-racing sport (<https://hometracks.nascar.com/drive-for-diversity>); and The NASCAR Foundation, a leading charity has helped the lives of children in NASCAR communities (<https://www.nascarfoundation.org>).

Likewise, Coca-Cola and its bottling partners have a long history on Corporate Social Responsibility (CSR) in more than 200 countries and territories around the world, helping mobilize communities to tackle environmental issues (<https://en.coca-colaarabia.com/our-company/corporate-social-responsibility-it-s-in-our-dna>). Coca-Cola has given back give back at least 1% of its operating income annually to various programs, initiatives and causes to communities where it operates. In 2014 for example, the company gave back 1.3% of its operating income (\$126 million), which was invested in active and healthy living initiatives, water stewardship programs, education, women's empowerment, humanitarian and disaster relief programs, to name a few.

As a founding partner of [Global Shapers Community](#), Coca-Cola helps engage young leaders to lead positive changes and use innovative approaches to address serious social issues in their own communities.

## THE CHALLENGE

You are on David Owens' project team, and must **come up with an actionable and effective promotional plan that delivers a win-win for both NASCAR and CCNA.** Focus on the Classic "red can" Coca-Cola product, and on the upcoming 2020 NASCAR season (Feb. 16 – Nov. 8), when the NASCAR Cup Series begins at the Advance Auto Parts Clash, the weekend before the Daytona 500. Consider both promotions and activities in advance of the races, and promotional tactics that generate interest in NASCAR and Coke throughout the season. You are working with a \$5 million budget for the promotional project.

David reviewed the overall objectives of the NASCAR-CCNA partnership for the group:

"To use the power of the partnership to provide engaging, fun, and special/memorable experiences that energize the culture, appealing to the core NASCAR and Coca-Cola family, and drive mutual consumption."

The strategies that the companies will jointly focus on include:

1. *Engage fans where they are:* drive loyalty with avid fans by providing special by providing special touchpoints that celebrate NASCAR culture whether in-retail, at-track or on small screen.

2. *Attract new fans*: drive joint brand engagement among multi-cultural prospects by igniting their passion with unique experiences that are insanely fun and exciting.
3. *Energize the system*: Drive Coca-Cola engagement and activation through innovative consumer and customer engagement tools and opportunities.

Ms. Woodside provided the key performance indicators (KPI's) for the success of the plan. The point is to make this partnership mutually successful and accounted for. A successful plan will:

Specific KPI's for Coca-Cola North America (CCNA):

1. Increase sales volumes at in-venue events and across retail platforms
2. Gain more "share of wallet" of consumers' beverage purchases
3. Leverage the NASCAR database to gain new customers to the retail platforms.
4. Increase CCNA brand equity among NASCAR consumers, i.e. "Build a relationship and drive brand love for Coca-Cola with NASCAR fans."
5. Increase engagement and purchases among 13-24 year-olds.

Specific KPIs for NASCAR:

1. Sell more tickets to NASCAR events:
  - + First-time customers who are recently aware of NASCAR
  - + Convert home viewers to visitors to the tracks.
  - + Incentivize attendees to attend more frequently
  - + Incentivize fans to come in groups
2. Increase interest, engagement, and attendance among a broader demographic base such as Millennials and Generation Z.
3. Build more engagement (quality and quantity) on various venues of digital and social media to attract Millennials and Generation Z fans.

To start you off, your team might consider some of the following:

1. How does a fan first hear about NASCAR? Describe one or more "customer journeys" that create awareness, interest, and intention to attend a NASCAR event.
2. Perform a brief SWOT (Strengths, Weaknesses, Opportunities, and Threats) on Coca-Cola and NASCAR, to clarify the key issues.
3. What is the "value-added" of going to a NASCAR event? How is that better than staying home?  
What are some of the factors that motivate a person to attend?
4. How would Coca-Cola influence attendance at a NASCAR event?
5. How does Coca-Cola become "the beverage of choice" for NASCAR fans?
6. How do NASCAR and Coca-Cola together make attendance at the track a more engaging event?

7. List some of the social media that Coca-Cola/NASCAR might use to build interest and/or enhance the race experience. What are the strengths and weaknesses of using each?  
  
➔ Suggest an appropriate tactic for each, or multiple dimensions for each.
8. Assume that the tracks can be digitally geo-fenced, i.e. digital communications and offers can be made only to those in attendance. What special content or offers could be at a track-only event? You might estimate the cost by looking up the number of seats at one of the premier tracks and do the calculations.
  - a. Given your location-based offers, how would you measure the promotion effectiveness in terms of market response and the metrics to measure premium redemptions and claims?<sup>1</sup>
9. What are the opportunities for Coca-Cola in NASCAR's console game and i-gaming platform?
10. What role would "influencers" play in social media, if any?
11. What are the opportunities for cross-selling?
12. Are there opportunities with third-party providers, such as travel brands, hotelstonight.com, or fanfood.com?
13. Consider a direct marketing campaign using text, mail or email. Mailing list brokers, such as [www.nextmark.com](http://www.nextmark.com), can provide cost information for rough break-even or cost estimates for campaigns. How could NASCAR or Coca-Cola use such lists to prospect (find new customers) that would be successful for the sponsor partnership?

So – David knew that he and his team had some great ideas to deliver. Time to get to work.

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<sup>1</sup> Sip and Scan is a tactical promotional strategy that Coca-Cola has used successfully. Students can use a similar strategy to feature certain NASCAR tracks and reward attendance accordingly. Using The sip & scan icon (and mobile app), fans can be invited to access experiences, rewarding perks, sweepstakes, games, and engage with the brand. With gaming, Coca-Cola and NASCAR can develop Pokémon-like icons, positioned strategically at race tracks so that when fans locate the icon, they get cued to grab phone (mobile device) and head to [Coke.com](http://Coke.com) or open the Coca-Cola mobile app to get started. Pokémon is licensed by Nintendo and can be customized for CCNA and NASCAR joint promotion. The icon can be used with QR codes and other location tracking apps.

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