CONFRONTING NASCAR:
across the sport’s evolving
has made its greatest impact
It’s through Taylor’s partnership
leading consumer brands and
in NASCAR extend well beyond
JGR – as it has with many race
collaborative relationship with
planning a re-entry into the sport
after a hiatus of 10 years.
Allstate, 3M, Cheerios and
To the implementation of
development of an organizational
AROUND FAN ENGAGEMENT
FUELED TRANSFORMATIONAL CHANGE
TAYLOR-NASCAR PARTNERSHIP HAS
the root cause of NASCAR’s
agreement with Turner was
RIGHTS
• NASCAR faced –
• Core principles of effective
• Create a digital culture: the
• Get out of the Turner rights
• Overarching
• Lack of an
digital IT infrastructure.
• Innovations, starting with the
• NASCAR understood that the
reach and engagement around
To help guide NASCAR, Taylor laid
out a “Post Turner Rights” vision that
was clear and bold:
“Create integrated and engaging online experiences that ignite an emotional connection to NASCAR, generating real-world fans and empowered advocates for the sport.”

EXECUTING THAT CORE VISION WOULD INVOLVE FOUR KEY IMPLEMENTATIONS:

1. **Mobile**
2. **NASCAR.com**
3. **Social Media**
4. **Video**

Under the guidance, passion and visionary leadership of Bill France Sr., the sport of NASCAR was founded in 1948. A quarter century later, his son, Bill France Jr., took over the reins and transformed the sport over the next 30 years into a multi-billion-dollar business with a global fan base. NASCAR’s third generation torchbearers, Laos France Kennedy, one of the most innovative, progressive business leaders, and her brother, Brian France, have led an exceptional leadership team driving true organizational change that has become a benchmark for success throughout the sports industry.

“Based on Taylor’s recommendations, NASCAR created and deployed processes that transformed the organization into the essential, forward-thinking thought leader and quality control aggregator for the entire motorsports industry.”

—Tony Sgaramella, CEO & Managing Partner, Taylor

TAYLOR UNDERSCORED FOUR CORE DSM CHALLENGES CONFRONTING NASCAR:

1. **RIGHTS RESTRICTIONS**: A highly restrictive rights agreement with Turner was one of the consequences of NASCAR’s dangerous rebranding – a “moral threat” to the organization.
2. **LACK OF A DIGITAL CULTURE**: A serious barrier to digital leadership was a management culture at NASCAR that largely did not value, understand or put proper

   • Ineffective DSM strategy

   • Lack of an overarching digital strategy

   • Lacks clear metrics for success

   • Communicate a set of seven core principles of effective social media throughout the

3. **OVERARCHING DSM STRATEGY**: The DSM strategy was one of the worst manifestations of focus. This involved a host of different methodologies, including

   • Ethnographic fieldwork at races

   • Focused on the insights that we generated from our communications audit, with four strategic research focuses:

     1. The NASCAR Fan

     2. NASCAR’s Digital and Media ecosystem

     3. Driver Star Power

   • Fan and Hispanic, Kids and Gen Y

4. **INEFFECTIVE SOCIAL MEDIA EXECUTION**: Lack of social media strategy and resource support for DSM had, in turn, translated to ineffective social media execution at NASCAR, which had lost control of its social media and was allowing content and tone to be driven by any and all parties

   • Fueled transformational change

   • Transformed the sport over the last five years of the evolution of NASCAR’s marketing strategy.

   • Shifted the global perception of its

   • Invest in technology helped to

   • Commit to continually

   • Remove its rights restrictions

   • Shifted the global perception of its

   • Built a digital culture:

   • Developed and launched a

   • Successfully engaged fans

   • Created social media

   • Established the largest marketing initiatives

   • Met most of its financial objectives

   • Social first in nearly everything they

   • Reengineered the NASCAR experience.

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