

Marketing



NASCAR a) Describe NASCAR's secret for their incredible growth. NASCAR's ultimate goal is to make their viewers and consumers happy. Their venues and events are family oriented and they strive to make them feel a part of the sport. It may be through their collectibles, products, or brands that they connect the drivers to. NASCAR also has an incredible website which connects to the people very well and creates good customer relationships. Diehard fans have the opportunity to purchase items from NASCAR. Items include Car Accessories, Collectibles & Memorabilia, Custom Gear, DVDs & Books, Flags & Banners, Gifts and Seasonal, Hats & Accessories, and toys and games for the kids. b) Discuss NASCAR's multi-venue promotions used to deliver the NASCAR experience. NASCAR runs promotions through various channels and partners. For communication they use several social networking sites and for advertising NASCAR are associated with several brands through merchandise too. Certain brand associations include 3M -- Official Partner, Bank of America -- Official Bank, Camping World -- Official Outdoor and RV Retail Partner, Canadian Tire -- Official Automotive Retailer of NASCAR in Canada, Chevrolet -- An Official Passenger Car, Cintas -- The Preferred Uniform Supplier, Coca-Cola -- Official Non-Alcoholic Beverage, Official Soft Drink, Official Sport Drink, Official Energy Drink, Coors Light -- Official Beer, Craftsman Tools -- Official Tools, Diageo -- Proud Sponsor, Dodge -- An Official Passenger. "Because of its huge popularity, NASCAR sponsorship is attractive to advertising sponsors who are eager to gain exposure to a large number of race fans. However, because of its huge popularity, the cost of NASCAR sponsorship is as huge as the sport itself." (Farfan, 2011) NASCAR realized that the female viewers constitute a critical chunk of the viewership and therefore they started with special promotions

such as PINK T-Shirt campaign not only to retain the old existing customers but also to attract new female viewers. Pink T shirt campaign is an initiative by NASCAR to enter the female merchandize market by including pink T-shirts in its product category. c) What form of media do you believe NASCAR is not using to its fullest potential? Why? NASCAR could utilize print media much better. Even after the emergence of internet and other social networking sites such as Facebook and Twitter, print media can continue to greatly influence the minds of people. Popular to contrary belief, not everyone is tech savvy or believes in utilizing social networks. d) A big part of the NASCAR experience is the feeling that the sport itself is personally accessible. How does NASCAR accomplish this? Unlike other sports anyone who drives a car feel associated with the sport. Therefore the probability to feel associated with NASCAR is higher to other sports since the mass that drives cars are significant. There are many brands associated with NASCAR. It's the aggressive expansion of NASCAR into several brands that helped it to accomplish this. Also, more people can relate to speeding than they can relate to making a 3 pointer or making a touchdown. Works cited Farfan, Barbara (2011) 2009 – 2011 NASCAR Retail Sponsors of Races, Drivers, and Teams – The Complete List. Retrieved June 12, 2011. From: [http://retailindustry. about. com/od/topusretailcompanies/a/nascarsponsors. htm](http://retailindustry.about.com/od/topusretailcompanies/a/nascarsponsors.htm) Nascar. com (2011) Retrieved June 6, 2011. From: [http://www. nascar. com/](http://www.nascar.com/) Learned, A. (2004, April 26). The Secret of NASCAR's Marketing. Marketing Profs. Retrieved June 11, 2011, from [http://www. mpdailyfix. com/the-secret-of-nascars-marketing/](http://www.mpdailyfix.com/the-secret-of-nascars-marketing/)