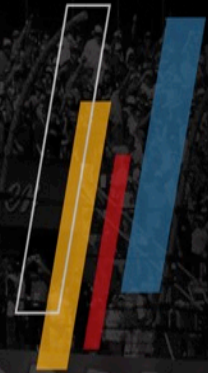




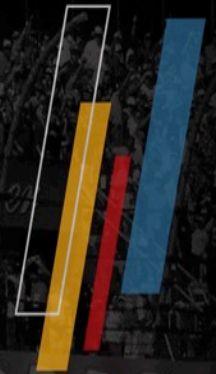
***David Higdon***

Managing Director, Integrated Marketing Communications



Twitter: @HigNASCAR  
Email: dhigdon@nascar.com

**Video**

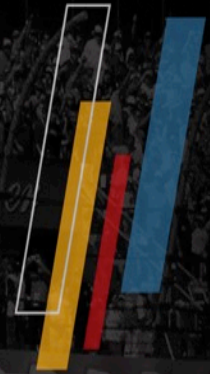




**Welcome To NASCAR**

# ***2010: An Unprecedented Analysis***

- **Lack of integration**
- **No strategic approach to communications**
- **Defensive posture / unclear voice**
- **Self-defeating approach to measurement**
- **Unclear fan engagement strategy**
- **Behind the curve on digital & social media**



# Integration



# *Strategic Approach To Communications*



**PROJECT  
IGNITION**

# *Proactive Approach / Clear Voice*



# Measurement





# Targeted Fan Engagement Strategy



# Innovative Digital & Social Media

## #NASCAR

Congratulations to 2012 Sprint Cup Champion Brad Keselowski



Tweet about #NASCAR

#NASCAR

Top people



**NASCAR** @NASCAR  
Official news and info on races, dri...  
Unfollow



**Brad Keselowski** @keselowski  
Racecar driver in NASCAR Cup & ...  
Unfollow



**Jimmie Johnson** @JimmieJo...  
Racer, Chandra's husband and Ge...  
Unfollow

Tweets

View all Tweets

4 new Tweets



**tj majors** @Tjmajors 5m  
This may make her happy! [pic.twitter.com/ysix4fds](http://pic.twitter.com/ysix4fds)  
View photo

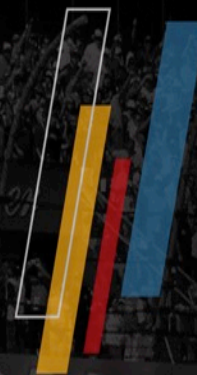


**Michael McDowell** @Mc\_Driver 8m  
Well @lonnieClouse is a fierce hunter. Sleeping on the job [instagram.com/p/SgDrKqGCQJ/](http://instagram.com/p/SgDrKqGCQJ/)  
View photo



**Bob Pockrass** @bobpockrass 20m  
Thursday afternoon it will be announced. RT @jrfanzrule88: when will we know who won most popular driver?  
Expand

Video



DAYTONA

## Key Takeaways

*You can't build a reputation on what you are going to do.*

- Henry Ford

- **By following the IMC model, NASCAR will:**
    - **Be best-positioned to market its core business – Competition – and leverage its other business units to drive incremental value for NASCAR**
    - **Set the communications agenda for the broader industry**
    - **Drive value for its media partners and sponsors**
    - **Be culturally attuned to reach fans in the right way with the right message**
    - **Enjoy more productive, mutually beneficial relationships with key constituencies**
    - **Achieve ongoing readiness for an ever-changing media landscape**
- 