



## TAYLOR Moving Brands *Forward*

### 2009 Taylor Consumer Engagement Study: NASCAR Fans There's More to NASCAR Nation Than Meets the Eye

With sponsorship return-on-investments increasingly scrutinized under a finely-tuned microscope, consumer brands that leverage NASCAR can no longer afford to implement blanket strategies to engage with fans. This and other insights have emerged from the **2009 Taylor Consumer Engagement Study: NASCAR fans**.



**Taylor**, the global leader in lifestyle, sports and entertainment marketing communications, commissioned **Greenfield Online**, a Toluna Group company, to conduct a **nationwide consumer survey** targeting avid NASCAR fans. The survey, combined with a series of focus groups conducted by Taylor's Charlotte-based motorsports practice team and the **Taylor Knowledge Center**, enabled the agency to explore in depth a wide

range of topics throughout the 2009 season. The Taylor Knowledge Center is a dedicated, highly-specialized marketing research team supplying intellectual capital to inspire Taylor and power the strategic creativity that yields business impact.

A number of compelling insights emerged from this study, but one rose above all others – the oft-mentioned 'NASCAR fan base' is a misconception. In reality, NASCAR Nation consists of a collection of unique **fan segments**, all with varied consumption appetites, channel preferences and widely diverse perceptions related to the marketing of their favorite drivers.

"One thing is clear – a 'one-size-fits-all' NASCAR marketing campaign is no longer viable and brands must customize strategies to connect with specific fan segments if they are to achieve success against their ambitious ROI targets," said Brett Jewkes, Managing Partner, Taylor.



Across all demographics and driver preferences, data supports the **fall timeframe** as the period when fans are most engaged in the NASCAR season, followed closely by the summer months. The early stage of the season actually lags way behind, especially among older demographics. These findings should prove to be quite impactful for many current brands in the sport that have historically activated most heavily at the start and early months of the NASCAR season.

Among a multitude of topics, the **2009 Taylor Consumer Engagement Study: NASCAR fans** also explores:

- Fans' attitudes toward the emergence of **multiple primary sponsored** cars and

how that may impact their ability to support a brand that is now one of many; among younger demographics, specifically, this poses a particular challenge for sponsors

- The true scope of Dale Earnhardt, Jr.'s popularity and the demographic segments that have emerged, or are emerging, as **'sweet spots'** for other top drivers, as well as veterans and emerging talent
- How different fan segments **consume NASCAR content**; digital and social media channels are gaining relevance, as expected, but there remains a clear appetite for content through traditional channels among all NASCAR fan segments
- The **impact of the economic downturn** on fan engagement and how it affects fan sentiment toward the sport and its sponsors
- **Danica Patrick's** long-rumored move to NASCAR and how fans saw her prospects for on-track success in stock cars

For more information about Taylor, its motorsports practice and this study, please contact Brett Jewkes, Managing Partner, Taylor, at 312-235-3293 or [bjewkes@taylorpr.com](mailto:bjewkes@taylorpr.com)