

DRIVE, BOY, DRIVE!



A proposal
for a breakthrough
MARKETING CAMPAIGN
for



from

McNamara & Associates

- An independent advertising & TV production company associated with Guthy-Renker & other top direct response marketers
- Responsible for ThighMaster, Dean Martin videos, Jenny Craig & many other famous TV campaigns

2 campaigns in 1

- Dramatically demonstrates NASCAR's commitment to a new public service cause



- Broadens NASCAR's audience
 - Gets more viewers
 - Sells more tickets
- CROSS PLATFORM: Works on TV, web, print & POP
- **"VIRAL-PRIMED"** for fast, explosive results

NASCAR already does great public service



- ⦿ NASCAR Foundation & charities
 - Plus driver safety improvements over past years
- ⦿ But there's one public issue that NASCAR is perfect for and yet doesn't seem to do
 - It's really relevant to what NASCAR is all about

Traffic safety: an ongoing tragedy

- ④ 43,000 killed each year in the US
 - One death every 13 minutes
- ④ 66% caused by aggressive driving
 - Speed, passing on the right, running lights, tailgating, road rage, etc.
- ④ **Top 5 Accident Causes**
 1. Distracted driver
 2. Driver fatigue
 3. Drunk driving
 4. Speeding
 5. Aggressive driving



Source: National Highway Traffic Safety Administration

The problem is:

PEOPLE DRIVE HERE...



...AS IF THEY WERE HERE



- ⦿ That's messed up, ridiculous
 - NASCAR certainly supports safe driving, but...
- ⦿ **NASCAR is in a unique position to help**
- ⦿ Plus promote the sport! Here's how...

NASCAR should:



- Unleash its influence & credibility
- Promote a very vital & relevant cause—
DRIVING SAFETY
--while promoting NASCAR sports
- But in an unexpected & powerful way...

With Humor

- Year after year, we see that America's favorite commercials are funny



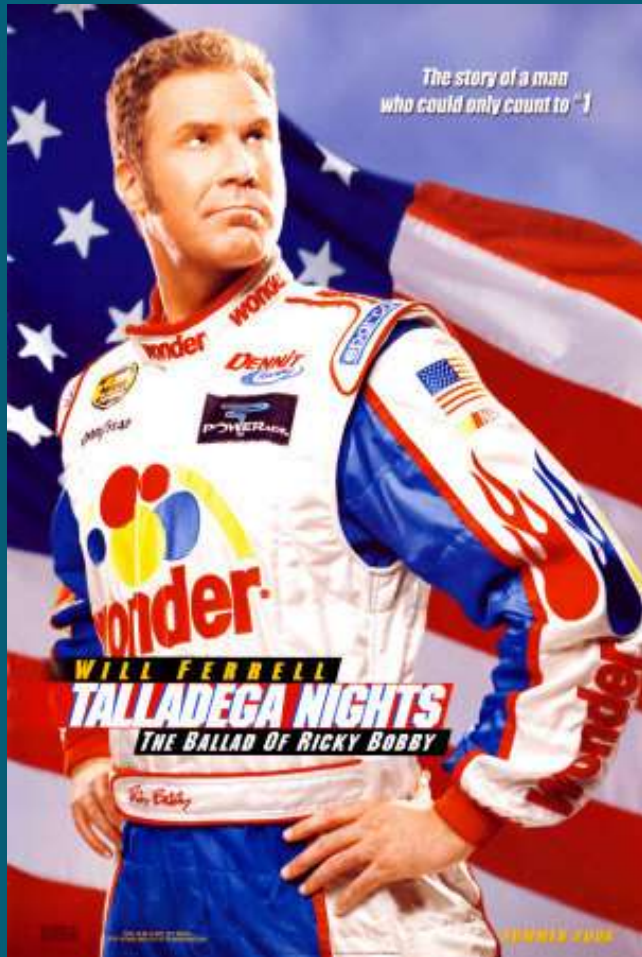
- Time Magazine's Top 10 Ads of 2010:

- 6 of 10 were funny
 - This year: even more
- People pay attention, remember & buy
- NASCAR can influence millions (and perhaps even get on next year's list) with...



DRIVE, BOY, DRIVE!

NASCAR'S GUIDE TO HIGH-IMPACT DRIVIN'



Imagine:

- We get a character like Will Ferrell's "Ricky Bobby" from the 2006 smash hit Talladega Nights
- He climbs into his race car
- He's gonna take us for a white-knuckle ride down LA's notorious 405 Freeway
- He wants to share his "personal and professional" tips for driving in rush hour
- But, of course...

"Talladega Nights" has grossed more than \$250 Million, making it one of the most successful comedies in history

Ricky's tips are all wrong!

- “Ricky” is a fictional, comedic caricature
 - He’s also an idiot
- Everything he tells us is exactly wrong—
 - That’s the fun
 - Also the point
- What you want to do is:



1



DRIVE
SAFELY IN
REAL LIFE

AND

2



GET YOUR
THRILLS FROM
NASCAR

Ricky's bad tips might include:



- Get outta the way, buddy! I own this freeway!
- Draft on the leader, make that sissy boy sweat
- Time to “man up” and trade some paint
- Protect your position—even my own Momma don’t cut in
- Only a wimp needs turn signals or a rear-view mirror—might as well rip ‘em off your ride!
- The only speed limit is the one in your own personal “mine”
- Hand signals? I’ll give you a hand signal... (the finger)
- Always top off your tank—I do it with one last cold one
- There’s only one winner and it’s got to be me!

A tale of two stories

- Particularly in video, we'll intercut between two messages:

WHAT RICKY SAYS



VS.

WHAT NASCAR SAYS



- This is the fun stuff, the wrong advice
- Fun gags & visuals of Ricky screwing up
- But stuff that we all feel behind the wheel
- We explain: Ricky's wrong
- We give good tips
- Can show NASCAR action
- Can promote events features & drivers
- Even make offers

WHAT RICKY SAYS

vs.

WHAT NASCAR SAYS



- “Gotta draft the leader”



- Try it with us... but at 160 mph



- “Express yourself”



- We’re America’s #1 sport



- “Speed is your friend”



- More speed, less tickets



- “Chicks will dig you”



- Need we say more?

Even wider appeal

- Not your typical NASCAR campaign
 - Widens appeal to even the new or non-fan
- Still lots of fun
- Lots of action cuts
- Message:
 - What Ricky does works (maybe) at NASCAR, but not on the freeway
 - Drive safe but get your thrills (and burn off steam) with NASCAR



NASCAR gets:

- The chance to make America's driving safer
- A fun message that people want to watch & talk about
- An even wider appeal because everybody loves humor
- 2 campaigns in one:
 - PR and brand building
- Plus the chance to go viral on the web



Old Spice Man got 23.5 million YouTube views

What if we can't get Will Ferrell?

- “Ricky” can actually be either a big name star, or one we create on our own
 - Will Ferrell is a possibility, but probably expensive & not guaranteed
 - But “Ricky” is a type of character, not necessarily a particular star or even the character portrayed in “Talladega Nights”
 - This kind of character has been in many movies, TV shows & ads
- The part could work with talents like:



- We can hire any talent, or create our own star!
 - The difference: what we can afford to pay
 - The key is the CREATIVE--how we create our own character

Media

- TV :60 & :30
- Web
- Radio
- Point of Sale
- Print
- Direct Mail
- Merchandise



- BONUS: lots of this is testable media at low cost

How McNamara & Associates can help



- ◉ JIM MCNAMARA is the creative guy behind hits like ThighMaster, Dean Martin, Jenny Craig and many more.
- ◉ He's a writer-producer-director, able to simply write your campaign or take it all the through and onto the air.



**MCNAMARA
& ASSOCIATES**

- ◉ We've done lots of successful ad campaigns
- ◉ "Ads that get action"
- ◉ Creative, production, media & more
- ◉ Small, cost-effective
- ◉ TV, web & every space
- ◉ Proven results mcdrtv.com
- ◉ We can sell this idea, or
- ◉ Take it all the way home

Why **DRIVE, BOY, DRIVE!** works

- ⦿ 1 campaign works for:
 - Public service & PR
 - Brand building
 - Maybe also DR
- ⦿ Cross platform
 - TV, web, print, POP, etc.
- ⦿ Fun & visual
- ⦿ Expands target to non-NASCAR fans
- ⦿ Low to medium cost
- ⦿ Big viral potential



Ready for the
Checkered Flag!