

## Buzz Builders: NASCAR Movie Promo Goes To The Races

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To promote the DVD release of the movie "The Ride of Their Lives," which highlights the history of NASCAR, CMT Films (a Viacom company that produced the film) went after its core consumers at the Daytona 500 in Daytona, FL, Feb. 12-15. The strategy: engage race fans at every pit stop along their journey to the track.



At Daytona Enterprise Rent-A-Car and Hertz rental cars, a customer service rep wearing a branded movie t-shirt greeted consumers in front of a large movie poster. At area hotels like the Hilton, Marriott and Wyndham, lobbies were decked out with banners and clips of the

movie were shown on a loop in highly trafficked areas. Hotel guests were greeted by staff wearing branded movie t-shirts and in their rooms discovered two collectible posters for the taking. At local restaurants, like Bubba Gump Shrimp Co., servers wore movie t-shirts as well. To further excite fans, an emcee and brand ambassadors were sent out to bars and restaurants to play trivia games that referenced the movie. Winners received a DVD of the movie and branded t-shirts. The teams executed 26 events at 15 bars and restaurants. On race day, brand ambassadors roamed the grounds on branded Segway PTs, enticing passersby to check out the vehicles and learn more about the movie.

"We wanted to make a connection with the core NASCAR fan and the consumer who we know would be behind this DVD," Duncan Macdonald, senior vice president marketing for program enterprises at MTV networks (a division of Viacom), told Buzz. "There are other elements to our overall campaign... but we felt like this was an important part of it—to connect with the fans, to let them know what the product was about as well as to have fun with them," Agency: Adrenaline Marketing, Chicago.