

## Exxon Mobil Case Study

### Problem

How can you create buzz, visibility and awareness of a motor oil that outperforms all other motor oils?

### Solution

Reach the ultimate target—NASCAR fans—by synergizing the current media plan with OOH media during relevant events.

### Background

For over 25 years Mobil 1 has been breaking new ground in engine and vehicle protection. Mobil 1, the world's leading synthetic motor oil exceeds the industry's toughest standards and outperforms all conventional motor oils. In fact, many car builders put Mobil 1 in their vehicles before they leave the factory. And it is used by more than 70 percent of teams in the three NASCAR® series.

### Objective

ExxonMobil's objective is to build immediate awareness of its new oil product and support other media scheduled during major nationally televised events. They also wanted to utilize highly targeted non-traditional formats to create buzz, become highly visible and effectively communicate the ad message. Their target market consisted of sports enthusiasts at car races, predominately NASCAR Race events held at the Las Vegas Motor Speedway and at the Daytona 500.

### Strategy

The agency, Outdoor Services, utilized highly synergistic forms of non-traditional media including: huge, double sided aerial banners capturing attention before, during and after each event, wrapped delivery trucks to ensure total market coverage and provide high creative impact and awareness.

They decided to create dedicated street teams to ensure pinpointed targeting and consumer interactivity at select sites, as well as a fleet of mobile trucks to create high impact, awareness coordinating with the Street Team efforts.

### Plan Details

To successfully elevate the category of sports, the ESPN brand campaign needed the "Without Sports" message to be showcased in captivating and "big" ways. Outdoor would be the perfect medium because it would afford the potential to "own" selected markets with a variety of media forms and creative executions. Furthermore, outdoor would allow ESPN to reach out to casual, as well as core fans.

### Results

The program was seen by over 150,000 race car fans as well as everyday people in each market. ExxonMobil has moved forward with planning in other major markets where NASCAR Races are held and televised. Dale Earnhardt's marketing team was a critical endorser, and sent a highly complimentary message regarding the ExxonMobil effort for the Las Vegas NASCAR event.

