STRATEGY

PENNZOIL LAUNCHES INTEGRATED PARTNERSHIP WITH TIM MCGRAW

Motor oil brand uses music to connect with consumers in an uncluttered environment.

Looking to gain a point of differentiation in a category that has historically focused on endorsement deals with professional athletes, Shell Oil Co. (“Shell Sets Activation Plan for New Motorsports Sponsorship” 01.24.11) has struck a multi-faceted partnership with country musician and actor Tim McGraw on behalf of its Pennzoil motor oil brand.

Pennzoil is leveraging the tie with a 360-degree marketing program in support of its new Long Love Cars campaign. The campaign, which launched March 1st, includes traditional and digital media, tour sponsorship and retail promotions.

The crux of the campaign: connecting with consumers through their love of music, driving and freedom.

“When looking at the competitive landscape last year, we wanted to figure out a way to gain a point of differentiation by creating a deeper, more emotional connection with consumers,” said Aimee Cronfel, Pennzoil’s public relations and media planning manager.

As a result, Cronfel asked MediaCom and the media buying agency’s Entertainment and Sports Partnership division to develop a marketing platform that supports Long Love Cars’ creative thematic. MediaCom is Shell’s global media buying agency.

“There is a media and sponsorship perspective, music is open territory to get our message out in a compelling way,” said Morgan Buksbaum, vice president of MediaCom’s Entertainment and Sports Partnership division.
Pennzoil picked McGraw due to his authenticity, love of cars and broad audience.

“An authentic relationship is critical between any artist and brand. Pennzoil is an all-American brand that resonates with what Tim is all about,” said Kevin Gelbard with Creative Artists Agency, which sold the deal.

In addition to promoting McGraw through the media campaign, Pennzoil is supporting the partnership through a number of ancillary programs.

Below, some key components to the campaign:

**Tour sponsorship.** As part of the partnership, Pennzoil will sponsor the upcoming “Brothers of the Sun” concert tour. The 23-city tour kicks off in June and will be co-headlined by Kenny Chesney.

Pennzoil will activate the tour with an on-site experiential area and a pre-show video that highlights the McGraw partnership and a call to action, said Buksbaum.

Off-site, Pennzoil will run a sweeps at O’Reilly Automotive, Inc. and Wal-Mart Stores, Inc. dangling tickets to a pre-show acoustic performance by McGraw. The backstage VIP performances will be branded the Pennzoil Tune Up Series.

Pennzoil also will run trade promotions with select Jiffy Lube Int’l, Inc. and Chrysler dealerships, said Cronfel.

**Exclusive content.** Pennzoil will post behind-the-scenes videos from the concert tour and other exclusive content on the brand’s Facebook, Twitter and Youtube pages. Consumers must “like” the brand to access the content.

“The content will come to life through owned and paid media,” said Buksbaum.

**Cause overlay.** Pennzoil is activation the program through a partnership with Paralyzed Veterans of America. The brand is supporting the nonprofit with a two-year, $100,000 commitment to Mission: ABLE, a program that retrofits vehicles for disabled veterans.

**Online and media promotions.** To gain additional reach among music fans, Pennzoil is leveraging the Long Love Cars campaign with promotions with *Rolling Stone* and music web site Pandora.com.

Pennzoil and *Rolling Stone* later this month will kick off the “Ultimate Pennzoil Roadie” promotion dangling the chance for a winner and a guest to go on tour with McGraw. The winner will blog about the experience in Rolling Stone and the publication’s Web site.

Pennzoil also will sponsor a *Rolling Stone* concert-finder app this summer. The brand will be the app’s exclusive sponsor for three months.

The motor oil brand will leverage its partnership with www.Pandora.com with a branded music channel. The channel will feature songs by McGraw and other artists.
NASCAR support. Pennzoil will leverage its Penske Racing NASCAR Sprint Cup Series program to support the Long Love Cars campaign. McGraw will attend the May 19 Coca-Cola 600 race at Charlotte Motor Speedway and participate in interviews with driver AJ Allmendinger, said Cronfel.

“Nothing goes better together than NASCAR and country music.”

Sources
Shell Oil Products U.S., Tel: 713/241-6161
Creative Artists Agency, Tel: 424/288-2000
Group M Entertainment & Sports Partnerships, Tel: 212/973-9898
IZOD INDYCAR SERIES TURBOCHARGES HOLLYWOOD PRESENCE

In addition to securing a handful of new sponsors for the 2012 season, the IZOD IndyCar Series (“IZOD IndyCar Series Discovers New Sponsors” 02.13.12) is expanding its presence on the Hollywood scene.

The open-wheel racing circuit has inked a new partnership with DreamWorks Animation SKG’s computer-animated comedy Turbo.

The movie, slated for release July 2013, features a snail who dreams of being the greatest racer in the world. The cast includes Ryan Reynolds as the voice of Turbo as well as Snoop Dogg, Samuel L. Jackson, Maya Rudolph and others.

The film will feature cameo voices from IZOD IndyCar series drivers as well as an animated replica of the Indianapolis Motor Speedway and Indy 500.

“The most important thing for DreamWorks Animation is to create films with stories, characters and ideas that have universal appeal. With every film, we look for ways to leverage the story in organic ways through our marketing campaign and for Turbo, IndyCar was the perfect fit,” said Anne Globe, DreamWorks Animation’s chief marketing officer.

The partnership also provides valuable exposure to the IZOD IndyCar Series. “The partnership is a dream come true for IndyCar as a platform to showcase our brand to a broad demographic,” said Randy Bernard, IndyCar CEO.

The movie tie-in also affords added exposure for sponsors and merchandising opportunities for the motorsports series, he added.

The partnership emanated from IndyCar Entertainment, the sanctioning body’s California office. IndyCar opened the office in January 2011 to promote the motorsports series through product placement, shoulder programming and music publishing.
Product placement was not a priority under IndyCar’s previous management, said Bernard, who joined the motorsports series in March 2010.

“I felt there were opportunities in Los Angeles, so this became a priority.”

Sources
IndyCar, Tel: 317/492-6526
DreamWorks Animation SKG, Inc., Tel: 818/695-5000
GEOLOCATION COMPANIES CHECK IN TO SPONSORSHIP

While sponsors and rightsholders have dabbled with Foursquare and other geolocation platforms over the past few years, the technology is finally starting to gain some traction.

In a nutshell, consumers can use Foursquare to post their location on Facebook and other social media platforms. Consumers post the message by ‘checking in’ at sports venues, restaurants and other locations.

Technology can benefit both sponsors and properties: Sponsors can use the Foursquare to provide special offers to customers and prospects, while rightsholders can use it to enhance sponsorship packages.

“Foursquare enables rightsholders to recognize and reward fans in real-time. That enhances the value of sponsorship packages by allowing brands to better engage with and learn about their consumers by providing relevant tips or deals,” said Steve Cobb, founding partner of Activ8Social, a social media agency that specializes in fan engagement and activation for sports brands.

Case in point: The PGA Tour helped FedEx Corp. leverage the 2011 Playoffs for the FedExCup with a Foursquare promotion.

The promotion supported a FedEx marketing campaign for golf club shipping. Fans that checked in at the four FedExCup events could unlock a FedExCup badge and a message offering a discount of up to 25 percent on golf club shipping. The message included a web site link for the discount.

To give the program additional reach, the two organizations ran the promotion at TPC courses as well as PGA Tour and FedEx headquarters.

The promotion was a success, said Lauren Teague, the PGA Tour’s social media manager, noting that roughly 15,000 budgets were unlocked. It also gained positive feedback from FedEx, she said.
Tips On Using Geolocation Services
Below, IEG SR shares two tips on running geolocation-based promotions:

Tout promos through multiple marketing channels. Because many consumers are not aware of Foursquare, properties should tout geolocation promotions through on-site signage, social media and other marketing channels.

“You need to have clear instructions to encourage people to check it out,” said Cobb.

Consider non-location based promotions. Consumers do not have to be in a specific location to participate in promotions. American Express Co. earlier this year ran a Super Bowl promotion with Pizza Hut, Inc. that offered a $5 rebate with a $10 purchase to consumers that used an AmEx card.

Consumers entered the promotion by checking in to the national “Super Swarm Sunday.” Fans received the offer by tapping the “load the card” option and paying for the pizza with their American Express card.

The promotion ambushed Papa John Int’l, Inc. and Visa Inc., both of which are official NFL sponsors.

OTHER SPONSORS AND PROPERTIES USING GEOLOCATION TECHNOLOGY

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<tr>
<th>ORGANIZATION</th>
<th>SPONSORSHIP/ACTIVATION</th>
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<tr>
<td>Dick’s Sporting Goods, Inc.</td>
<td>The national retailer in 2011 supported its proprietary PACE (Protecting Athletes through Concussion Education) youth sports program by donating $1 to the program for each consumer that checked in to a Dick’s Sporting Goods location on Foursquare or Facebook Places.</td>
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<td>MLS New York Red Bulls</td>
<td>Looking to build its profile among the youth soccer community in New York City, the New York Red Bulls last year ran Foursquare scavenger hunts in the Big Apple that dangled ticket vouchers, soccer balls and autographed swag. New York Red Bulls athletes Thierry Henry and Rafa Marquez helped support the program.</td>
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<td>United Continental Holdings, Inc.</td>
<td>United Airlines activated the 2011 USTA US Open with an airline ticket promotion on Facebook Places. Attendees entered the promotion by checking in at kiosks located throughout the Billie Jean King National Tennis Center.</td>
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Sources
PGA Tour, Tel: 904/285-3700
Activ8Social, Tel; 202/531-8943
ALLSTATE LAUNCHES NEW SPONSORSHIP PUSH

Insurance giant uses endurance sports to promote life insurance products; expands college sports platform.

The Allstate Corp.’s (“Allstate’s Sponsorship Policy: Less Is More” 11.17.2011) long-running “less is more” sponsorship strategy appears to be going by the wayside.

The company, which has historically focused on football, soccer and the Olympics as its core sponsorship platforms, has recently expanded its portfolio with two new deals in the endurance sports and college basketball space.

Those include the Allstate Life Insurance 13.1 Marathon Series and corporate partner status with the NCAA, both of which are multiyear deals.

Allstate aligned with the running series to promote life insurance products, while the insurer partnered with the NCAA to expand its activation platform in college sports.

“Sponsorship is a very effective way to engage consumers. It just so happened that these partnerships happened at the same time,” said Courtney Buckley, Allstate’s associate marketing manager.

Below, IEG SR breaks down the two new partnerships:

Uses NCAA to expand college activation platform. Allstate partnered with the NCAA to expand its presence in college athletes, an initiative that has historically centered around its “Good Hands” field goal net program at football games.

“We have college football in the fall, while March Madness is in the spring. This gives us a surround-around activation platform,” said Buckley, who helped spearhead the tie.

The company will leverage this year’s NCAA Men’s Final Four with new TV commercials during tournament coverage on TBS, CBS, TNT and truTV. It also will have an on-site presence at the tournament.

“There will be multiple ways that fans can interact with us and engage our brand.”
Allstate will eventually activate the partnership across the NCAA’s 89 men’s and women’s championship events, Buckley added.

**Aligns with running to promote life insurance.** Allstate aligned with the 13.1 Marathon Series to promote its life insurance products.

“You don’t have to own life insurance, so it’s an often overlooked product. We want to raise awareness of the importance of life insurance and how it can secure a family’s financial future,” said Jeff Podjasek, Allstate’s director of integrated marketing communications.

The deal marks the first time in more than a decade that Allstate has used a sponsorship to promote a specific product, said Podjasek, noting that the company typically sponsors on behalf of its master brand, under which it promotes auto insurance, home insurance and other products.

The marathon series includes exclusivity in the auto, home and financial services categories, although life insurance will take center stage, he said.

The sponsorship opportunity “bubbled up organically” within Allstate, added Podjasek, noting that runners represent a key target for life insurance.

“Many runners are family-oriented and consistent with people who need life insurance.”

Like its other sponsorships, Allstate will activate the tie to engage local agents. That includes opportunities to shoot the starting gun, hold the finish line tape and otherwise interact with runners and fans.

Allstate also is running a sweepstakes that dangles a $4,500 shopping spree at Dick’s Sporting Goods. The company will announce the winner and award the prize in November.

The Allstate Life Insurance 13.1 Marathon Series kicked off March 4th in Miami Beach, Fla. Other markets include Atlanta, Boston, Chicago and Los Angeles.

Source
The Allstate Corp., Tel: 847/402-5000