



## K-Seal x Jordan Anderson Racing Partnership Impact Report - Daytona 2020

### Overview

The following report will discuss the impact and reach of the K-Seal x Jordan Anderson partnership.

If this were any other NASCAR investment from our partners, we would have a great story to tell this week. From the initial announcement to the paint scheme reveal to the qualifying broadcast, each piece was designed to maximize the value of that ad product. However, thanks to Jordan's legendary performance on the track, the virality of the campaign allows us to really see the benefit of each ad product in stark relief.

We'll go over what each category includes, the total impact of that category, and highlight an example of specifically why JAR is such a smart investment relative to most other ad products.

### Web

First up, we'll start with Web hits. In totality this would include everything digital that is not distributed via social media or broadcast platform.

- Includes: Press release, write-ups, ROAR!, and race coverage
- Total web impressions: 10,000,000
- Highlight - NASCAR.com
  - <https://www.nascar.com/video/franchise/final-laps/grant-enfinger-edges-jordan-anderson-photo-finish-daytona/>
  - This was a perfect storm of exposure. This highlight video and other stories sat on the front page of NASCAR.com for three days thanks to rain delay. Further, it was the biggest three days of the entire season, with everyone who came to the site for times, channels, and so on all greeted with the blowout highlights from Friday night. 94% of NASCAR fans can identify the primary sponsor of their favorite driver without any help, they understand the role of sponsors in the ecosystem, and how investment in the team results in performance on the track. That's exactly who's going to NASCAR.com



## Social Media

Next, we'll look at Social Media. This includes everything from common social media platforms like YouTube, Twitter, Instagram, and so forth.

- Includes: OOTG, Jordan Anderson personal, K-Seal branded, paint scheme reveals, and race coverage
- Total social impressions: 2,500,000
- Highlight – Media Accounts
  - <https://twitter.com/NASCARONFOX/status/1228528554951966720>
  - <https://twitter.com/NASCARonNBC/status/1228534911482638336>
  - Now the hard numbers on these videos are fantastic, with every viewer spending a long time with the branding, every video getting over 80,000 views, and there being dozens of these highlight and interview clips out there. But this is a perfect example of why I stress that it's not just about the quantity of impressions, but also the quality of impressions. Look at the replies! On paper we talk about things like the brand loyalty of NASCAR fans relative to other sports consumers, with lots of clinical percentages, but these replies are what it looks like in real life! An impression in NASCAR isn't just a number I'm reading on analytics, it's one of those people in the replies who absolutely heard the message and completely understands the value of K-Seal's support. They will remember this!

## Television

Finally, we'll look at the Television impact. This includes all FOX race coverage, from practice through the race, along with all earned cable and broadcast media.

- Includes: Qualifying, Pre-Race, Race, Highlights, and Earned Media Hits
- Total television impressions: 3,500,000
- A note on TV impressions: Television exposure is generally measured in dollars, based on calculations factoring things like ratings, programming IP, retail quarter, commercial price, and so on. Roughly speaking, it translates to how long you were on screen versus how much it would cost to buy that in commercial advertising time. What this all means is that in raw industry value, K-Seal earned somewhere in the range of \$1 – 3 million worth of earned media.
- Highlight - Xfinity Race Broadcast – 1.8 million viewers
  - <https://racer.com/2020/02/19/tv-ratings-positive-numbers-for-daytona-500-despite-rainout/>
  - Brad Keselowski, a NASCAR Cup driver and coincidental fan of Jordan Anderson, also happened to be in the commentator booth for the Xfinity race on Saturday after the truck race. What this meant is that several times throughout the night, when it slowed down, when a caution was out, Brad found any reason



he could to bring up the truck race finish. “How about that truck race last night,” he’d say, prompting the guys in the booth to queue up the video clip again. This is another example of why Jordan Anderson Racing isn’t just an “ad product,” it’s an investment in the entire experience, a story that will be told by everyone involved.

## Campaign Impact

- Total: 16,000,000 impressions
- Web: 10,000,000
- Social: 2,500,000
- TV: 3,500,000
- Earned Media (price to buy these impressions outright)
  - TV: \$1 – 3 million
  - Influencer (\$25 CPM) - \$400,000

## Conclusions

- The campaign wildly exceeded our expectations (2.5 Million impressions) thanks to Jordan’s performance
- The campaign continues to play out to this day (pre-orders for the diecast have just begun!)
- A diverse spectrum of content was created before the race to ensure K-Seal fully capitalized on the viral moment (anyone who ran to their computer to search “Jordan Anderson” on Friday found press releases, OOTG interviews, etc.)
- The vast majority of impressions came from web and social media, which more closely target the core (extremely brand loyal) NASCAR fanbase