



THE SPECIALIZED MARKETING GROUP INC.

## VALVOLINE "REINVENTION PROJECT"

### Objective:

Develop a promotional marketing campaign that utilizes Valvoline's motorsports partnerships to drive incremental volume with retail partners; and more specifically develop a complementary sales contest with a select retail partner.

### Solution:

TSMGI developed a multifaceted campaign focusing on Valvoline's brand initiatives highlighting their brand messaging centered on the company's "heritage" (Valvoline invented motor oil in 1866 and have been reinventing it ever since).

The campaign utilized their partnership with Hendrick Motorsports, and two of NASCAR's most popular drivers - Dale Earnhardt Jr., and 6-time champion Jimmie Johnson.

The execution was for Dale Jr. and Jimmie Johnson to "reinvent" two classic trucks; and consumers could join-in by building their own virtual truck via a dedicated campaign website.

To increase on-going engagement, Consumers were given weekly clues via social media to guess which custom components the drivers chose for their reinvented trucks (guess one of 5 body styles, the color, the wheels/tires, the stance of the vehicle, the engine/transmission and eventually what classic logo would adorn the doors of the truck).

The online portion of the program culminated with a video unveiling the completely rebuilt trucks, and showcasing the drivers putting the actual trucks through some head to head contests on the track (drag race, autocross, and a burnout competition) to further engage consumers in the "reinvention" process.

From a retail activation perspective, fans could purchase an oil change special at participating retailers and receive an exclusive, limited edition Dale Jr. or Jimmie Johnson hat.



## CASE STUDIES OF DISTINCTION

### CONTACT INFO

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### Results:

The exclusive sales contest for one lucky retail store manager to win the Chevy C10 that Dale Jr. designed drove an incremental \$1,000,000 in revenue.

By including the custom Jimmie Johnson truck as an incentive in a new customer pitch on the installer side of their business, Valvoline was able to secure a new account, which is anticipated to deliver nearly \$3,000,000 in incremental revenue.

The retail program also drove a lift in multiple purchases through the course of the campaign.

<https://www.youtube.com/watch?v=no-GZ4fV7uQ>

