

KASEY KAHNE DRIVEN

THE MAN • THE RACER • THE TEAMMATE




OBJECTIVES

Professional racecar driver Kasey Kahne is a new force on the NASCAR landscape. In an effort to effectively communicate brand essence for the Kasey Kahne partnership brand – Budweiser, Richard Petty Motorsports and Kasey Kahne – SME was engaged to better define the brand for fans, partners and sponsors.

SOLUTION

SME led a comprehensive consumer analysis that included focus groups and on-track research identifying current fan perceptions. This helped guide the creation of an effective positioning, allowing all partners to activate Kasey's values, attitude and ethics; thus creating deeper, longer term connections. The overarching positioning, *Driven*, expresses exactly what the Kasey Kahne brand stands for: Integrity, Intensity and Excellence.

Driven is supported by a three-part communications platform: Kasey Kahne The Man, The Racer, and The Teammate. As The Man, Kasey is an accomplished outdoorsman and thrill seeker; as The Racer, Kasey is a world-class driver, intense and competitive; as The Teammate, Kasey is giving, caring, and humble. So whether

he's driving 150 mph in the Budweiser/Richard Petty Motorsports Number 9 Car, fishing, or putting time into his charitable foundation, Kasey Kahne is indeed *Driven* – by strong American values and a powerful will to simply be the best.

RESULTS

Kasey Kahne is now positioned for maximum growth with fans, partners and sponsors through advertising, point of sale and social media channels.

SERVICES

In developing a more consistent, concise, and effective brand for Kasey Kahne, SME employed the following services:

- Consumer Insights
- Strategy & Tactics
- Communications Platform
- Campaign, Tagline, Look and Feel
- Activation Guidelines