

# Ride Shotgun with Dale Jr.



## ASSIGNMENT

French/West/Vaughan was asked to re-create the excitement surrounding the hugely successful Test Drive program that FWV helped produce in 2004. The Test Drive, a consumer contest with Dale Earnhardt, Jr., was created to emphasize the brand's sponsorship of the NASCAR superstar and generate excitement surrounding the Wrangler Jeans Co. jean.

## TACTICS

Prior to the Test Drive, FWV conceived an auction related to the "Take a Test Drive with Dale Jr." contest to raise funds for The American Red Cross (ARC) and relief efforts for hurricanes during the 2005 season. Up for auction was the opportunity to ride shotgun with Dale Earnhardt, Jr. and bidding exceeded \$10,000 after just 10 minutes. FWV also helped promote both the contest and the auction offering winners the ride of a lifetime and worked to secure "wish list" media coverage.

## RESULTS

Media impressions reached over 82 million consumers and the eBay-hosted auction saw a total of 65,703 visitors and 61 bids. After spending 7 days at the top of eBay's "Most Watched" list, the experience went for \$42,100 with 100 percent of the winning bid benefiting the American Red Cross. Stories ran in the Associated Press, USA Today, The Philadelphia Inquirer, Augusta Chronicle, Richmond Times-Dispatch, and attending media included "Extra!," CMT's "Top 20 Countdown," "ESPN Hollywood," SPEED Channel's "NASCAR Nation," XM Satellite Radio as well as multiple online sources reaching Wrangler's target audience such as NASCAR.com, InsiderRacingNews.com, SceneDaily.com, ThatsRacin.com, CupScene.com, MotorSport.com and AutoChannel.com.