

PR, advertising, marketing tell story, create enthusiasm for Daytona rebirth

Telling the story of DAYTONA Rising through advertising, events, race-day experiences and creative travel packages has been key to generating corporate and fan enthusiasm for the \$400 million rebirth of an American icon.

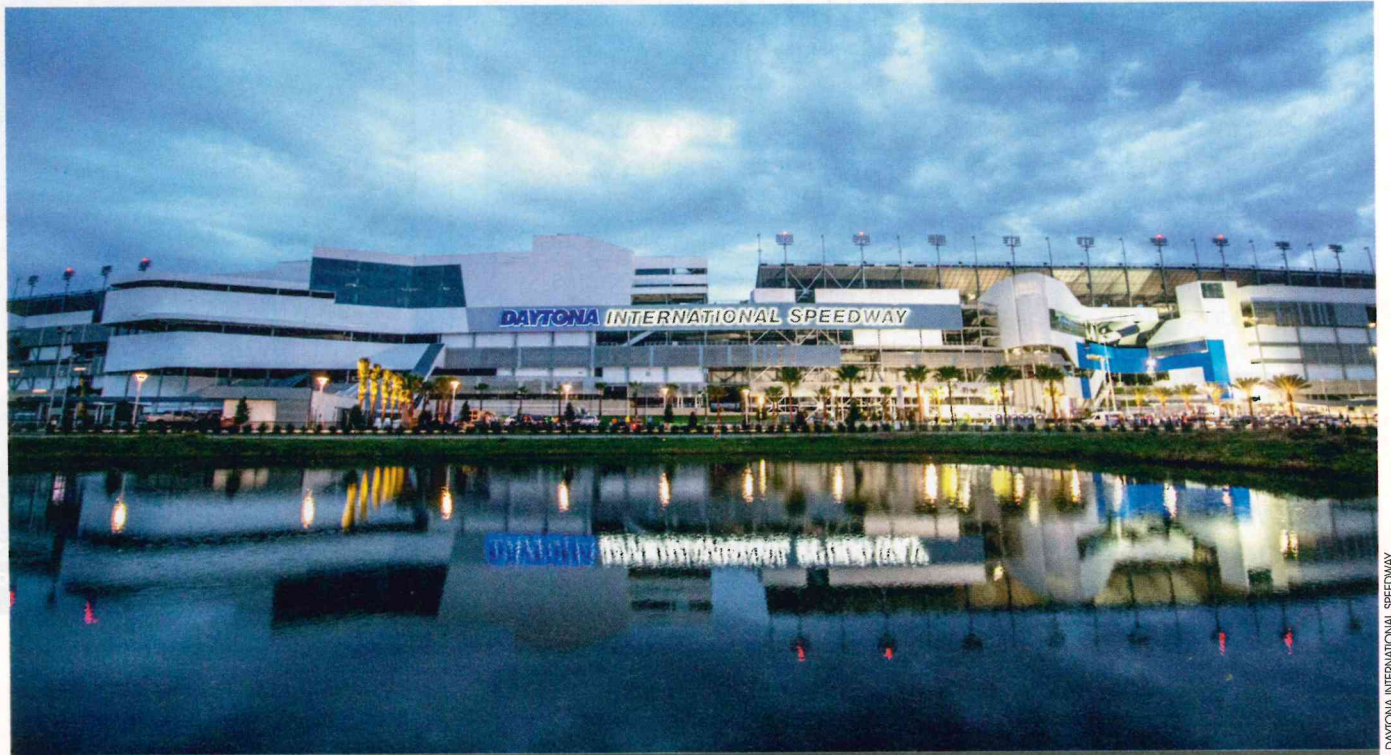
"The Daytona brand transcends the world of motorsports," said Jon Tiede, managing partner of Jump Co., a branding and advertising agency for Daytona International Speedway. "It's a

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JON TIEDE
JUMP CO. /
MANAGING PARTNER

destinational brand, in the same way Augusta National is to golf or Fenway Park is to baseball. As the birthplace of NASCAR, it has that sort of ethos about it."

The DAYTONA Rising brand platform was developed to frame the evolution of the track and the grandstands, Tiede said. "We start with this mythical place, Daytona. We wanted a



Daytona International Speedway, the world's first motorsports stadium, features a newly redeveloped Midway placed front and center of the stadium to create a vibrant fun thoroughfare for multiple fan engagement opportunities, as well as branding and activation for sponsors.

brand story that showed that, though the assets and amenities are changing, it's still Daytona. It took a lot of imagination to build Daytona in the first place and it's taken as much, if not more, to turn Daytona into the world's first true motorsports stadium."

Jump has been involved in telling the story of DAYTONA Rising from the beginning of the project, Tiede said. The speedway kept its racing schedule throughout construction. Jump was tasked with bringing fans along on the project's journey.

"Fans had the experience of

dealing with construction for almost 2-1/2 years," Tiede said. "But we worked hard to message that in a way that was still appealing, that by coming out to the races they would find themselves firsthand witnesses to the transformation of Daytona International Speedway. Motorsports fans had the chance to be a part of that history. Now they get to see for themselves the first race in a motorsports stadium ever."

Advertising for Speedweeks 2016 will focus on the entire two weeks as one campaign as the new stadium is christened, Tiede

said. "Every race will be its own inaugural." Going forward, he said, Jump will keep the message fresh as new fan experiences are revealed, along with continuing the message of the authentic legacy of Daytona and its significance in the sports landscape.

When fans arrive in February, Tiede said, they'll find Daytona International Speedway strikes the right balance of modern amenities built on the shoulders of history.

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