



campaign summary: castrol

Client Name: Castrol/Dover International Speedway

Campaign Name: Castrol/Dover International Speedway
Dover 400 Race Weekend

Campaign Objective:

A team of 10 Adwalkers® gathered consumer information to enter them in a contest to win a flat-screen television, an iPod, or race track and pit tours. At the end of each engagement, Adwalkers® issued a printout coupon and distributed Castrol branded cups to race fans and instructed them to keep cups to win prizes later in the day.

Campaign Location:

Dover International Speedway in Dover, Delaware over 3 days.

Measurement:

110,000 Castrol Branded Cups were distributed over a 3 day race weekend at DoverInternational Speedway.

2138 names and emails were gathered for Castrol and Dover International Speedway.

Client Comments:

In a location bombarded with advertisements and promotions, the Adwalkers® were able to stand out in the crowd. By incorporating the coupons, cups, and prizes, they effectively retained customer interest in Castrol.

