



Life is busy.

Life is hard.

Life is routine.

Life is unpredictable.

Life is short.



Life + NASCAR = ?



Strategy:  
Show millenials that life in the  
driver's seat is better.



**LIFE AT A DIFFERENT SPEED.**



TV

This is you.

This is you, living life on normal.

This is you,  
going the speed limit.



This is you, getting there, but not yet arriving.







+5.45

24

+5.45

25

+5.53

26

+5.63

Po

43/4

5 LAPS TO GO

NM

15

living it





This is **it**.

This is you, on **life**.







**#LIFEONNASCAR**



imgflip.com

# LIFE ON NASCAR







# Grassroots: Augmented Reality



**#LIFEONNASCAR**

Vine





Speedweek

**LIFE ON NASCAR.**