Life is busy.
Life is hard.
Life is routine.
Life is unpredictable.
Life is short.
Life + NASCAR = ?
Strategy:
Show millennials that life in the driver’s seat is better.
Life at a different speed.
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.
This is it.
This is you, on life.
#LifeOnNascar
Life On NASCAR
Life On NASCAR
Grassroots: Augmented Reality
Life on NASCAR Speedweek