



Savage Energy, from the makers of Cheerwine, is an energy drink that was released in the beginning of 2007. With little marketing done prior to the sponsorship it was important to them to gain awareness and trial while also hyping sales staff. They were the sponsor for eight races in the UARA Stars series with Robertson Motorsports.

In order to get the most out of their sponsorship, MediaFit focused on three different areas of execution for Savage Energy as well as created an extensive commercial campaign to compliment the actives.

What They Did

Pre Race Events:

Before every race Ryan, the car and the sampling crew headed out to a convenient or grocery store near the track.

- Handed out samples of the drink

- Enter-to-win tickets to the race
- Collected information
- Meet and greet with driver

At Track:

- Sampling at every track that Ryan raced
- Set-up by the entrance
- Handed out samples of the drink
- Gave out shirts and hats

Employee Events:

- Sponsorship announcement at main office
- Gave out shirts and hats to all employees
- Driver meet and greet
- Pre summer push at a distribution plant
- Cook out
- Enter-to-win suite passes

