

THERE'S A LITTLE BIT OF DALE IN ALL OF US.

... CASE STUDY: DALE EARNHARDT FOUNDATION

A CHAMPION'S LEGACY

The Dale Earnhardt Foundation is a charitable organization created to preserve the legacy of NASCAR legend, Dale Earnhardt, Senior. The organization provides scholarships to applicants who display drive, ambition, and guts. Or, in other words, applicants who best resemble the way that the late icon lived. The Dale Earnhardt Foundation came to Tattoo because they needed a campaign that would raise awareness for the foundation and drive applicants for the annual Dale Earnhardt Foundation Scholarship Competition.

Do you have drive? Do you have the guts to get off your butt and make some magic happen? Then you've got the spirit of one of the greatest legends of all time -- Dale Earnhardt. This weekend, the Dale Earnhardt Foundation will launch the campaign for The Legend Leadership Award, created to honor those who embody the true grit and can-do attitude of Dale. To view the TV spots and download the full story, plug in the USB drive now.

EARNIT.ORG | IMMEDIATE CONTACT: **BUFFY MCCOY KELLY, 704-338-2173**
PERMANENT CONTACT: **THE DALE EARNHARDT FOUNDATION, 704-662-8041**

COLLATERAL:
PRESS KIT

Press kit that came with a big, bushy push-broom mustache, along with Dale's famously worn sunglasses.

PRINT DESIGN

AN INSIGHT WE FOUND 'STACHED AWAY

Our work was cut out for us from the start. We were tasked with building a campaign that not only worked, but did justice to one of the greatest drivers to get behind the wheel for NASCAR. We needed to make something that carried the very essence of how Dale Earnhardt lived.



MUSTACHE COPY READS:

Posters with the message, "I'm going to be amazing. I won't just make my mark, I'll light 'em up, lay down some rubber, and make the crowd roar. I'll earn my way, and I'll give people something to believe in. Just watch, I'm going to change the world."



We started by digging into what people, not just NASCAR fans, but anybody who earned their own way of life, knew about the driver. For the most part, results varied, but there was one thing that everybody knew about Dale: his bushy mustache. In our research, we uncovered that Dale's mustache was one of the top ten most recognizable mustaches in the sports world.

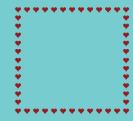


PRINT:
"LITTLE BIT OF DALE"



⋮ CASE STUDY: DALE EARNHARDT FOUNDATION

DIGITAL



We developed a campaign that spoke to the character of Dale Earnhardt and told potential scholarship recipients that there's a little bit of Dale in all of us. Around this message, a television spot was produced and aired, with all of the actors donning Dale's famous mustache as the key element.

ADS: DIGITAL AND PRINT



“LITTLE BIT OF DALE”
Scan to Watch



“SHOOTING STAR”
Scan to Watch





CASE STUDY: DALE EARNHARDT FOUNDATION

EVENT DESIGN

THREE YEARS LATER,
AND DALE'S STILL MAKING HEADLINES



EVENT PHOTOS:
NOTABLE MOMENTS

350

PRESS HITS

Within a Week for
the NASCAR Hall of
Fame and Campaign.

It worked out that Dale was being inducted into the NASCAR Hall of Fame in 2010, and we advised the foundation to use this event as a platform to launch their campaign.

We placed models, with the famous mustache and black sunglasses, all wearing black cocktail dresses, outside the Hall of Fame induction ceremony. There, they handed out custom, engraved invitations to the press and NASCAR constituents for a private reception held by Teresa Earnhardt, making this Teresa's first open invitation to the media since her husband tragically passed in 2007.

This grabbed the attention of the sports world. Over 200 people were in attendance at the reception. National and local media covered the event and the debut of the Dale Earnhardt Foundation's new campaign.

2X

the Number of
Scholarship
Applications
Received from
the Year Before.