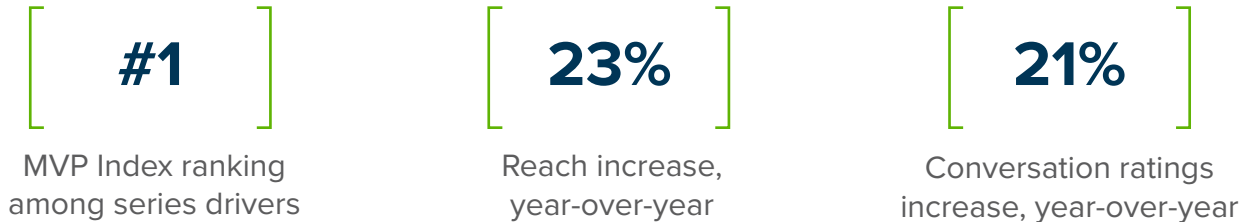


TY DILLON

Shining a light on a rising star



CHALLENGE

Ty Dillon has an impressive lineage, a famous number on his car and a popular team. However, little was known about him outside the sport or outside of his firesuit. NASCAR identified him as a rising star who needed to expand his reach beyond racing. CHARGE was brought in to develop his brand and help him express it in new ways, increasing his reach and appealing to new fans.

TACTICS

▶ PERSONAL BRAND DEVELOPMENT

▶ BRAND MESSAGING

▶ SOCIAL MEDIA

▶ PUBLIC RELATIONS

RESULTS

Increased reach in traditional media: Since entering the athlete branding program, Dillon has been featured in local and national outlets such as Sports Illustrated, AOL, SiriusXM Fantasy Sports Radio and SB Nation.

Gains in new media and partnerships: CHARGE's Game Time Strategy has increased his social following, reach and engagement significantly, and NASCAR and his team have leveraged his brand to bring him new fans and corporate partners.

Jump in recognition rankings: Year-over-year, Dillon's MVP Index score jumped from .599 to .629, with his reach numbers rising from 5.59 to 6.90 and conversation ratings increasing from 7.69 to 9.29. These gains catapulted him to become the highest scoring driver in his series after previously barely making the top 10.