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Case Study

Tylenol Ad Impression Counting at the NASCAR Daytona 500

Business Challenge:



In February 2007, at the Daytona 500 NASCAR race in Daytona Beach, Florida, Tylenol adopted an alternative advertising approach to target its consumers by using MTM Ad Structures with its existing advertising campaign, "Go Fast." Tylenol was faced with the challenge of evaluating how many direct impressions the campaign would generate over the course of the weekend event.

Business Solution:

MTM Technologies proposed using infrared proximity sensors to quantify impressions. The tiny sensors shine an infrared light across the plane of passage surrounding the advertising, and a ticker counts each time a person breaks the line. The sensors were also mounted discreetly inside each portable restroom, tallying every person that entered to determine the number of attendees who had a direct impression of Tylenol's ad campaign.

Results:

MTM provided Tylenol with detailed analytical reports, both on paper and through a web-based portal. These reports gave Tylenol an enhanced understanding of its ROI, and a better feel for where, when and how long its targeted consumers were exposed to its campaign during the Daytona 500 race. "The branded wraps provide a natural link to Tylenol's current at-track messaging," said Mike Mooney, Vice President of Millsport, Tylenol's Marketing Agency. "MTM's tracking capabilities were also beneficial as it allowed us to measure brand impressions through their sensor technology and the way the data was shared made it easy to understand since it was done online. MTM was great to work with and provided constant support and updates throughout the experience."

