

NASCAR Case Write Up
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Consumer Insights MGT 6461 01-03
28 October 2025
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NASCAR as a company has issues due to their lack of brand development and market research. After examining the four different issues within this case, I believe that their priority in turning their brand's decline around should be addressing how they can stay up to date with the wants and needs of next generation fans. NASCAR lacks the open-mindedness of trying out a new segmentation and market. Being a traditional and family-owned company, the business wrestled with the question of if trends just come and go or if they needed to look inward and make some changes quickly.

Originally reading this case, I thought that the issue that Brian France should prioritize was to address the race day experience; however, after watching the focus groups talk about their experience, I began to lean more towards believing that the main theme that is causing NASCAR attendance to decline 10 percent in 2010, is due to their lack of representation and diversity. Yes, the race day experience was a huge theme brought up in the focus group footage; from the mention loudness, transaction process, food quality, the lack of or outdated amenities, the transportation experience, and the unknown limited pre-game experiences, they obviously lack how they utilized that given 65% of that revenue used for the tracks.

Before looking at that secondary issue of race day experience, the primary start to fixing attendance is to get more young people to get excited and feel included in the NASCAR brand. They need to reach more demographics and research how they can modernize the NASCAR image and experience. NASCAR tends to disregard the modern fan or protentional fan. Some NASCAR

The new generation fan gave some feedback as well on how they view NASCAR and what they want to see differently, which seamlessly also aligns with the issue of game day experience. For example, the payment frustration was due to vendors just accepting cash and not being able to accept credit cards. This is very much outdated in 2010 which shows that they are very behind in the modern technology needed to feed into the new-generation customer's wants and needs and they are not in line with this consumer's current daily routines. Additionally, millennials as a generation value multiculturalism as well as local community. However, even for those who didn't consider themselves fans or have not been to a race, NASCAR's image to them is "white" and "southern". This needs to be shifted because if NASCAR does not fix this for the new generation, there original older fan will not be around for much longer.

Brian France should focus on creating more diverse advertisements where different cultures and races are shown which will cause those segments to be more drawn to coming to a race if they feel like they won't stick out. In doing this, there would be a positive shift in views about NASCAR. Also, scouting more diverse drivers from different backgrounds and nationalities would show these younger fans someone who is doing well in the sport and looks like them. Lastly, changing the transaction process to being more modern and having vendors accept credit cards, to align more with modern day needs.