

## **Integrated Planning**

# Marketing 3M Braces with NASCAR & Greg Biffle

**Health Care Business: 3M Unitek** 

How can 3M Braces leverage 3M's relationship with NASCAR and Greg Biffle to tap into a new audience?

#### **Opportunity**

3M Unitek believed there was an untapped NASCAR audience that would see Greg Biffle as a spokesperson for 3M Braces, which Biffle wears. In addition to traditional marketing tactics, 3M Braces had the opportunity to leverage e-Marketing tactics and established Biffle online touch points to create buzz and increase awareness for 3M Braces. This also was Unitek's opportunity to enter the e-Marketing world more aggressively and utilize these learnings in future plans.

### **Approach**

A strategist worked with the 3M Unitek team and Biffle's publicists to understand this new audience and tactics that would appeal to them. Research was conducted on the e-Marketing world to better define the most effective tactics for each target segment including online and offline mediums. A strategist developed a plan and execution timeline for a series of tactics that would increase awareness and drive interest for 3M Braces.

#### Results

The strategist identified key target segments for an integrated marketing communications plan that involved traditional media, event marketing, and e-Marketing tactics. A new campaign landing page was created and integrated across multiple Biffle, NASCAR, 3M and professional online sources increasing the awareness of 3M Braces. 3M Braces has also received thousands of impressions at NASCAR events where consumers can meet Greg, learn about braces, and take home a 3MBraces.com toothbrush. The strategist's plan succeeded in leveraging 3M's sponsorship with NASCAR driver Greg Biffle to tap into a new audience and increase awareness of 3M Braces.



