



“Yes on I-3” Executive Summary

The Campaign to Secure Public Funds to Bring NASCAR’s Signature Series to Sound Beach¹

Carol Devin is a small business owner recently hired by a large sports and entertainment company to research and plan a media campaign for a ballot measure in Sound Beach. FAST, or Friends of a Sound Beach Track, is a group of developers and investors interested in building a motorsports racetrack and entertainment complex on the outskirts of Sound Beach. FAST’s chairman, Boris Cole, has garnered a commitment from NASCAR to bring two of their signature series’ to Sound Beach by 2017 on the condition a facility be built in time.

However, despite the commitment from NASCAR, members of the business community and other developers, the project is still significantly short of raising the \$1 billion needed to build the 400-acre complex. Boris spent several years working with state legislators on funding options. His efforts have paid off by the drafting of proposed legislation that would secure \$500 million in public funds over 20-years for the construction of the racetrack, surrounding infrastructure and adjoining facilities. The bond initiative, known formally as Initiative Measure No. 3 and informally as I-3, would appear on the general ballot on November 4, 2014.

Carol and Boris agreed that, based on a February poll conducted by FAST, Sound Beach would be the only market in play for a media campaign; citizens who lived in other parts of the state overwhelmingly supported I-3, so the passage of the bond initiative would depend on the citizens in the greater Sound Beach region.

Carol knew that an effective and efficient campaign was contingent on smart use of data, so she hired a data specialist named KJ Sutleff to provide data solutions. Carol and KJ would lean heavily on Scarborough Research data to define NASCAR Fans as any Sound Beach adult who (A) is currently ‘very’ or ‘somewhat’ interested in NASCAR, or (B) is willing to pay for tickets to a NASCAR event and purchased NASCAR clothing/apparel, or (C) attended at least one NASCAR event in the past 12 months. Using that definition, Carol would then have to define her specific target audience(s) for the media campaign (Table A).

Washington Media Scholars Foundation Case Competition Requirements

Students who are accepted to the case competition round of the Media Plan Case Competition will be tasked with assuming the role of Carol Devin. FAST has budgeted \$7 million for the “Yes on I-3” campaign and it is the students’ goal to maximize the number of “NASCAR Fans” impressions while using their judgment regarding the appropriate mix of media vehicles. Completed cases will be judged on the students’ ability to answer these key strategic questions: (A) Who were their targets for the “Yes on I-3” campaign?, (B) How could their targets be reached?, (C) What mix of media-vehicles would be a cost-effective way of reaching them?, and (D) How would they schedule the spending of the \$7 million budget over the 4-5 months preceding the November election.

¹ The situation described in this case study is fictional. Research data for Sound Beach is modeled using Scarborough Research data from a top 15 media market, and has been altered for the purposes of the case. Population estimates, media audiences, and costs and other data do not represent any actual market conditions, and should be used only by competitors in the second round of the 2014 Washington Media Scholars Foundation scholarship competition. Copyright 2014 by WMSF. Do not reproduce without permission. More information at <http://mediascholars.org/case-competition/>

Table B: Voter turnout behavior of Sound Beach adults				
		All Adults	NASCAR Fans	Non NASCAR Fans
All Sound Beach Adults	Proj	3,817,247	436,644	3,380,603
	Vert %	100.0%	100.0%	100.0%
	Horz %	100.0%	11.4%	88.6%
	Index	100	100	100
Always Vote in Local Elections	Proj	1,959,922	258,668	1,701,254
	Vert %	51.3%	59.2%	50.3%
	Total %	51.3%	6.8%	44.6%
	Index	100	115	98
Sometimes Vote in Local Elections	Proj	1,033,167	119,104	914,063
	Vert %	27.1%	27.3%	27.0%
	Total %	27.1%	3.1%	23.9%
	Index	100	101	100
Never Vote in Local Elections	Proj	824,159	58,872	765,287
	Vert %	21.6%	13.5%	22.6%
	Total %	21.6%	1.5%	20.0%
	Index	100	62	105
Potential FAST Supporters		6.8%	NASCAR Fans heavy-voters	
		44.6%	Not NASCAR Fans heavy-voters	
		3.1%	NASCAR Fans light-voters	
		45.5%	Non-Target	