

# CONTINENTAL TIRE – ARCA Campaign

2021

## OBJECTIVE

Continental Tire was seeking to enhance their presence and brand at ARCA racing events around the US.

## STRATEGY

Brand Ambassadors will promote Continental Tire by being outgoing and friendly. Inviting guests to footprint to hand out branded gifts.

## LOCATIONS

### Iola, WI

7/6/21 – 7/10/21 (50 Total Hours)

### Pittsburgh, PA

7/15/21 – 7/18/21 (35 Total Hours)

### Alameda, CA

8/26/21 – 8/29/21 (45.5 Total Hours)

### Charlotte, NC

9/8/21 – 9/11/21 (46 Total Hours)

### Snowshoe, WV

9/8/21 – 9/11/21 (46 Total Hours)

### Long Branch, CA

9/24/21 – 9/26/21 (30.5 Total Hours)

### Carlisle, PA

9/28/21 – 10/3/21 (53 Total Hours)

### Monterey, CA

10/5/21 – 10/10/21 (42 Total Hours)

### Birmingham, AL

10/8/21 – 10/10/21 (26.5 Total Hours)

### San Antonio, TX

11/11/21 – 11/14/21 (36 Total Hours)

### Orlando, FL

12/1/21 – 12/5/21 (22 Total Hours)

