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Owens Corning Race to Indy

How can we help?

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Client: Owens Corning

Retail Partner: Menards

Program: Built-to-Win Pro Pit Stop Events

Challenge

Owens Corning sponsored the #20 NASCAR Xfinity car and needed that investment to do more than build awareness. The ask: turn a hood sponsorship into something pro contractors could act on, with real engagement and sales at the Menards store level.

Strategy

Bring the race to the store. Rather than hope fans became buyers, we met contractors where they already shop, building local Pro Pit Stop events that turned the building materials aisle into a destination and gave Owens Corning direct face time with the pros who specify its products.

Execution

A complete, repeatable event kit for local Menards stores: event branding, A-frame signage, custom flyers, a branded demo booth, free breakfast and a project-sharing giveaway. Every touchpoint drew pros in, reinforced the products and pointed to the Pennzoil 250 at Indy.



The Badge: The visual signature of the program, uniting the Owens Corning and Menards partnership across every touchpoint.

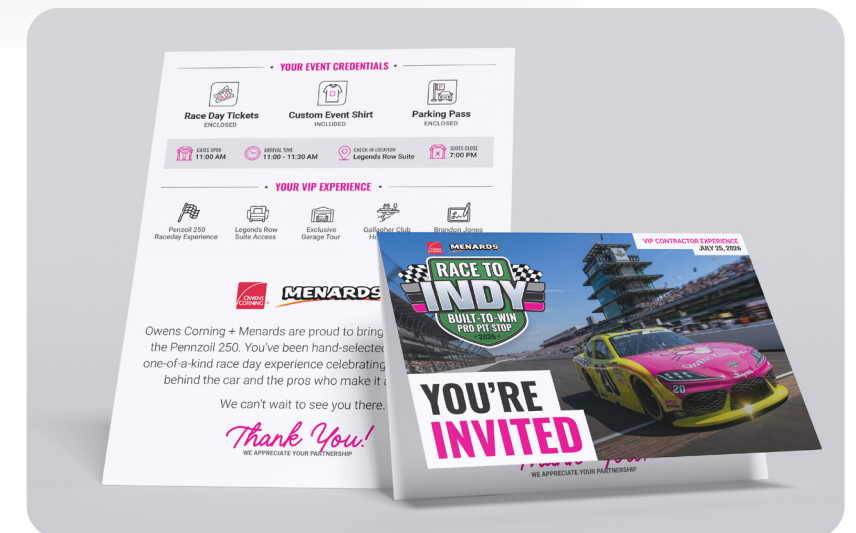
Geo-Targeted Digital Ad Campaign: Meta and programmatic banner ads reached pros in the communities surrounding each of the eight Menards locations targeted for the campaign.



Bucket Signage: Promotional signage for a chance to win a bucket of swag at the demo table.



Pro Desk Signage: Custom version for each Menards location – printed in three sizes.



Race Invite: Custom designed invite towards hand-selected pros chosen to attend the race in Indy.



A-Frame Signage: Strategically placed in multiple locations throughout the store to promote the pro pit stop event.



Demonstration Table: Staffed by members of the Owens Corning sales team – designed to encourage engagement and personal interaction.