Leveraging AI to do Real-Time Fan Research During Nascar’s Biggest Race

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NASCAR™
<remesh>
Viewing the race

+ Time with friends & family
+ Cooking & eating
+ Arguments about strategy
+ Social media
+ Ad consumption

= Experience
Make Changes

Experience
To start off today's discussion, tell me what about the Daytona 500 do you look forward to the most?
To start off today’s discussion, tell me what about the Daytona 500 do you look forward to the most?

good racing and an exciting finish
To start off today’s discussion, tell me what about the Daytona 500 do you look forward to the most?

- Just starting the season
- How the stages affect the intensity of the racing
To start off today’s discussion, tell me what about the Daytona 500 do you look forward to the most?

Top Response:

good racing and an exciting finish
To start off today’s discussion, tell me what about the Daytona 500 do you look forward to the most?

- Good racing and an exciting finish
- Seeing how stages work out
- Just starting the season
To start off today’s discussion, tell me what about the Daytona 500 do you look forward to the most?

Good racing and an exciting finish

What makes for good racing in your mind?
During the Race…

• Ask questions about **things we know we want to know**.
• Ask questions about **in-the-moment events** as they are happening.
• Ask questions to dive deeper into **topics emerging as important**.
• Ask questions about **things we know we want to know.**
When the broadcast goes to commercials, what do you typically do?

**Segment A-3A**
- **Participants:** 29
- **Popularity:** 96
- **Consensus:** 94
- Activity: Turn the channel

**Segment B-3A**
- **Participants:** 120
- **Popularity:** 91
- **Consensus:** 66
- Activity: Play on cell phone

**Segment C-3A**
- **Participants:** 70
- **Popularity:** 90
- **Consensus:** 93
- Activity: Bathroom, snack stock up

Which manufacturer do you think has the best looking car?

- Choices: Chevy, Ford, Toyota
- Votes: 13/25
• Ask questions about **in-the-moment events** as they are happening.
Overall, how would you rate Stage 1? (10=Great, 1=Bad)

- **8**: 30%
- **7**: 17%
- **9**: 16%
- **4**: 11%
- **10**: 
- **5**: 

**Total votes**: 54

**Number of response options**: 10

**Number of respondents**: 179

**Response time**: 60s
Overall, how would you rate Stage 2? (10=Great, 1=Bad)

- 8: 23%
- 9: 22%
- 7: 16%
- 6: 11%
- 5: 0%

# of response options: 10
# of respondents: 174
Response time: 105s
• Ask questions to dive deeper into topics emerging as important.
How do you feel about companies that advertise on commercials during NASCAR races?

1. I wish they would insist on side by side commercials
2. Ok
3. Should be split screen
4. Favorable

POPULARITY
Represents how popular the response is with the group on average. Scores range from 0 (not popular) to 100 (extremely popular).

CONSENSUS
Represents how much the group agrees on the popularity score. Scores range from 0 (no agreement) to 100 (complete agreement).

# OF ANSWERS: 8  PARTICIPANTS: 276  # OF VOTES: 3001  RESPONSE TIME: 120s
Overall Results

• Developed more complete picture of NASCAR's most passionate fan’s experience

• Understand how new rule changes impact the fan's experience with the race and how we can position the new format in the future

• Take action based on new understanding to improve fan's experience with NASCAR and broadcast partners
Thanks

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