

CASE STUDY

Nascar

Industry: Entertainment

Vehicle: Handout

Products: Card

Features: Custom Design

NASCAR handed out custom shaped, barcoded color key tags during major races. At the end of the race, NASCAR fans were invited down to Victory Lane for a chance to have their photo taken with the winner. Before the photos were snapped, the photographer scanned the barcode from the back of their key tag, which assigned their photo with an ID number. When the NASCAR fan got home, the back of the key tag gave instructions on how to go online, register to join the NASCAR mailing list and download their FREE Photo from Victory Lane.

