



## 2026 Clio Sports + NASCAR Emerging Creative Challenge Brief

### About NASCAR

NASCAR is the most visceral, full-sensory experience in sports. The sound. The speed. The stakes. It doesn't just entertain you - it shakes you. It's unfiltered, adrenaline-first, and built to be felt.

It's all rooted in a simple human truth: no matter where you're from or what you're into, we all want to feel something and have a damn good time doing it.

And that's exactly what NASCAR delivers. You don't need VIP access or a platinum card to experience it firsthand. You can get in for under \$50, park for free, bring your own cooler, and spend the weekend surrounded by people who feel like family by nightfall.

In a world that's increasingly polished, passive, and disconnected, NASCAR offers something rare: raw emotion, real connection, and the most open invitation in sports.

### Background

The world doesn't need another sports campaign. Too much sports marketing is predictable, safe and forgettable. We're not interested in any of that. The ideas people remember aren't always the biggest or the most expensive. They're the ones that stop you in your tracks, spark conversation and make people say, "NASCAR did what?"

Here, we call that feeling: Hell yeah.

### The Opportunity

Almost everyone knows NASCAR. Far fewer people ever think about NASCAR.

We're one of the most recognized sports brands in America, but outside of our core fans, we're rarely thought about or considered as entertainment. Our challenge isn't awareness. It's relevance and mental availability.

We need ideas that make people stop, pay attention and say, "*Wait... NASCAR did what?*"

## The Challenge

We're looking for the idea that makes the room go quiet... before someone says... "Hell yeah."

Create something only NASCAR could do. We're not looking for another commercial, sponsorship or social campaign. We're looking for a moment. One unforgettable idea that would make the world pay attention.

The best NASCAR ideas don't just market racing, they become part of culture.

- [NASCAR vs. Navy - The San Diego Mini Movie](#) - Entertainment that became marketing.
- [The World's Loudest Billboard](#) - NASCAR's visceral experience in unexpected places.
- [NASCOOLERS](#) - Turned a fan tradition into culture.
- [NASCAR x Rolling Stones Collab](#) - Brought NASCAR into rock 'n roll.

Our ambition is simple: Create a breakthrough NASCAR idea that earns attention beyond motorsports and make people who've never considered NASCAR suddenly pay attention.

## What We're Looking For

The best ideas will:

- Surprise people
- Spark conversation beyond motorsports
- Feel impossible to ignore
- Introduce NASCAR to new audiences
- Be unmistakably NASCAR

There are no media or budget restrictions. Hell, there's actually no limits at all.

If it makes people stop and say, "I can't believe NASCAR did that" then you're probably onto something.

## The Ask

Pitch one Hell Yeah idea that contains the following elements:

- The insight
- The idea
- How people would experience it
- Why people would talk about it

- Why only NASCAR pull it off
- How it comes to life

Think bigger than traditional advertising, think culture. If ESPN, TikTok and your group chat would all be talking about it the next morning, you've probably found a Hell Yeah idea.

## The Goal

We're not looking for the next campaign. We're looking for the next idea everyone wishes they'd thought of first.

Make us say, "Hell yeah."

## Supporting Elements

- [Brand Guidelines](#)
- [Current Fan Base Insights](#)

## Target Audience

- General population – U.S.

## Entry Media Requirements

- Entries Must Include at least One Strategic Media Asset - photo, video, audio, or other to illustrate and support the creative idea.
- Supporting PDF - providing additional background on the idea.
- Cover Image of the Idea/Creative Work – this will be used as the thumbnail on the Winners' Gallery on the Clio website.

## The Prize

- **Clio Sports Specialty Award, Presented by NASCAR** - The winning entrant or team, selected by a Clio Sports Jury, will be presented with a Specialty Clio Sports Award on stage at the 2026 Clio Sports Awards in New York City.
- **Hotel and Travel for Winner or Winning Team** - NASCAR will cover flight(s) and hotel(s) for up to two people if the winning team is not based in NYC.
- **Optional Opportunity** - Fly the winner or winning team to a mutually agreed-upon race on the remaining 2027 NASCAR schedule to experience the NASCAR culture.