

MARKETING & BRANDING PORTFOLIO

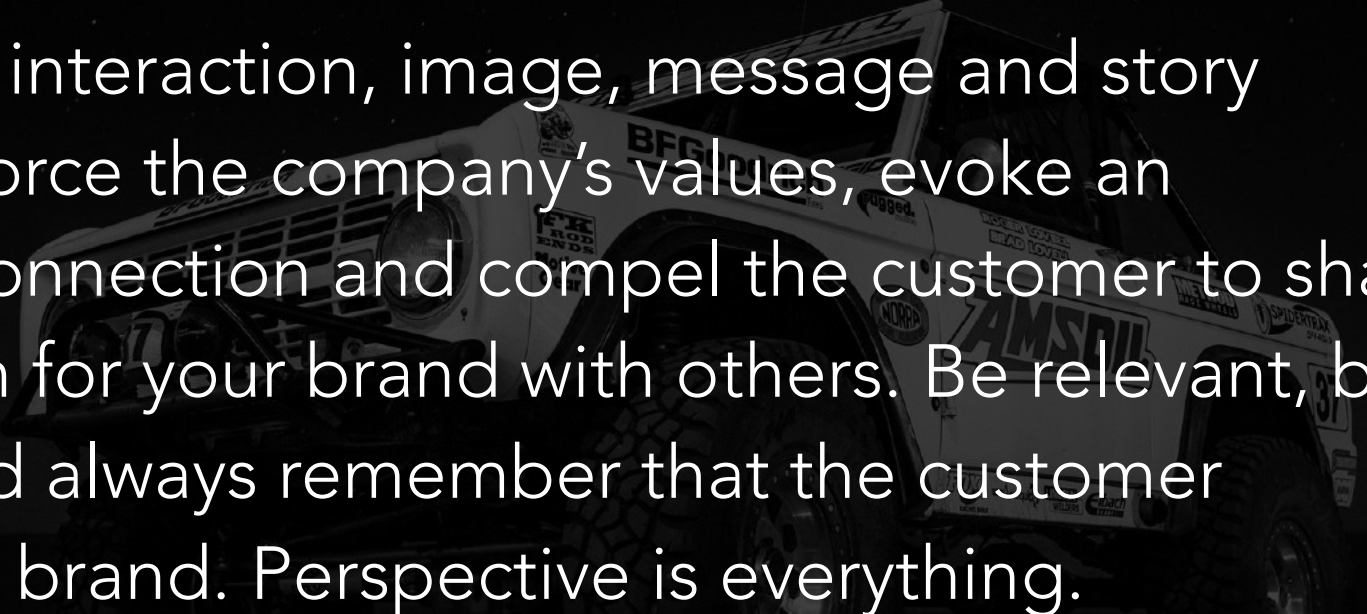
# KEVIN KASTNER



PREMIUM PRODUCT, PREMIUM EXPERIENCE

# KEVIN'S PHILOSOPHY

I believe in creating a “premium experience” that accounts for every touch point with the customer — from the finish of the product, quality of the packaging and POP display to the first time a customer receives an email. Every interaction, image, message and story should reinforce the company's values, evoke an emotional connection and compel the customer to share their passion for your brand with others. Be relevant, be relatable and always remember that the customer defines your brand. Perspective is everything.

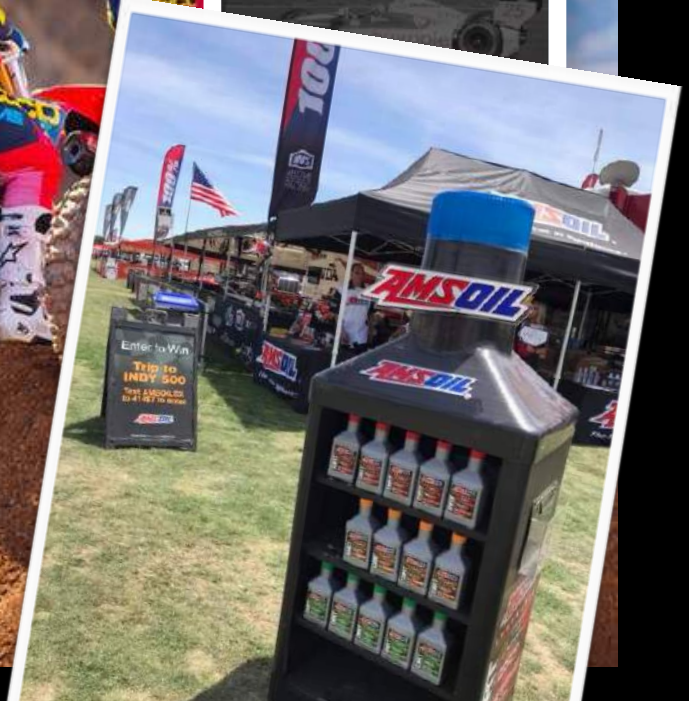


# A QUICK HISTORY

- Since joining AMSOIL, I have been actively building integrated campaigns using a mix of social media, traditional media (TV/print), digital advertising, direct mail, promotions and experiential marketing to maximize ROI from every top of funnel investment.
- Prior to AMSOIL, I managed every aspect of marketing, sales, management and relationships for a powersports event that grew its reach by more than 500% in my first three years on the job.



# INTEGRATED MARKETING



# INTEGRATING THE TEAM

- Since joining AMSOIL I have completely overhauled the marketing focus with our largest investments. (The event marketing spend is more than 60% of the overall marketing budget.)
- Within the first 3 months, my team was driving the lead on integrating the marketing group to develop campaigns that combined digital advertising, social media, promotions, display assets, video creative, print ads, influencers and experiential events.



# INTEGRATED CAMPAIGN

- Leveraged the Arenacross sponsorship to create a campaign using geo-targeting, email, social media, search and display advertising.
- First of its kind promotion at AMSOIL, net increase in sales YoY of 23%



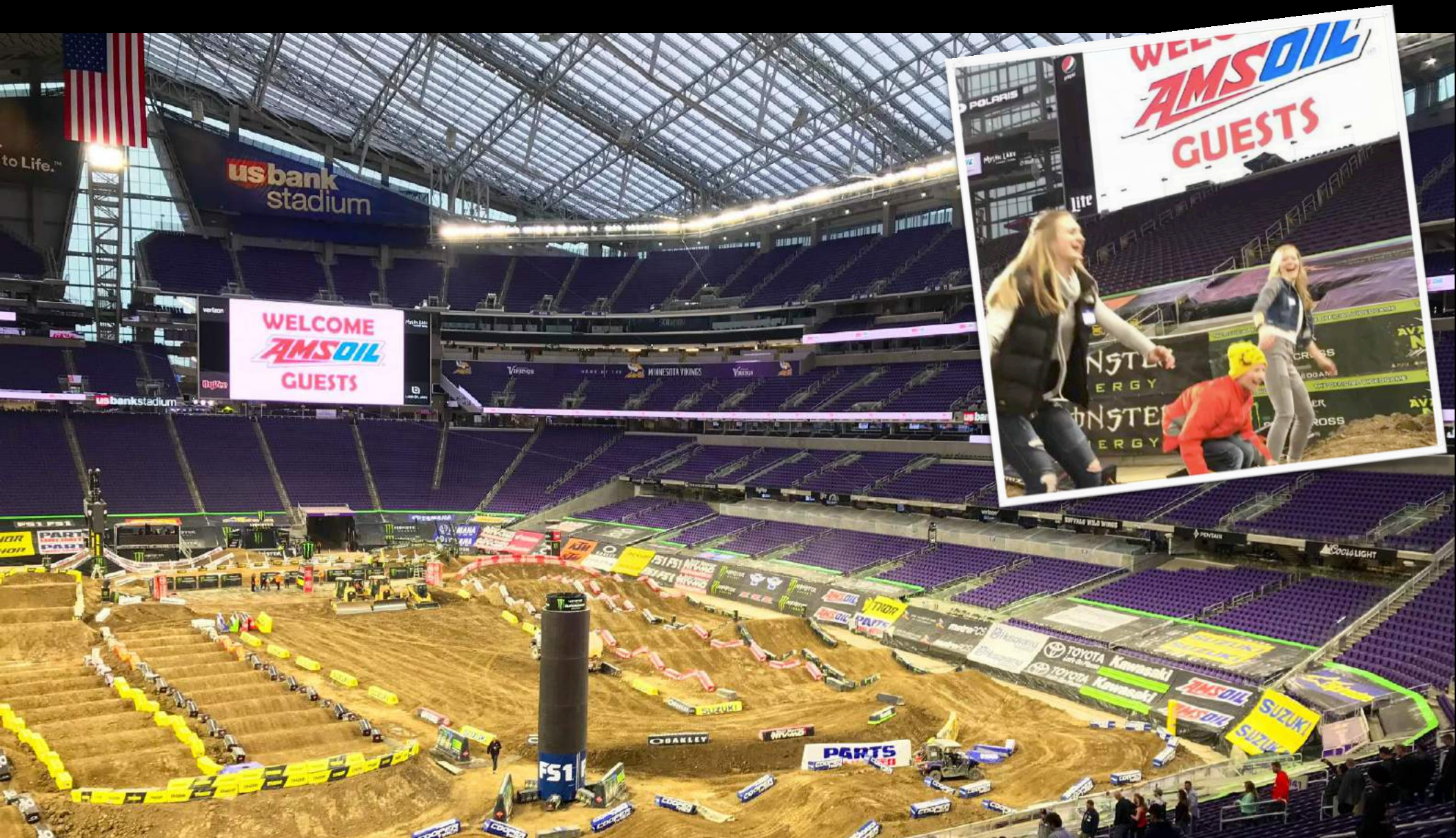
# EVENT MARKETING FOR SALES

- Created a unique experience for our dealer sales channel by leveraging our current investment with FELD (Supercross).
- Invited 150 guests (dealers and their customers) to a fully catered dinner inside US Bank Stadium, VIP tour of the event, swag bags with custom made AMSOIL Supercross hat and special demonstration with our Supercross Pro Team including a face-to-face meeting with the team.
- Goal: Leverage existing investments to build loyalty and generate excitement in our sales channel.



# BUILDING LOYALTY & GROWTH THROUGH EXPERIENCES

## CREATING EXCITEMENT FOR SALES CHANNEL

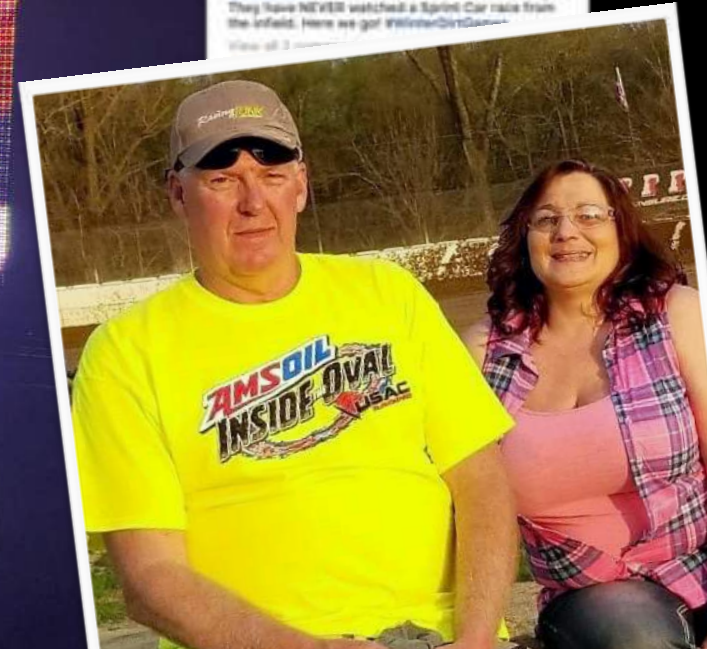




# EXPERIENCES & ENGAGEMENTS

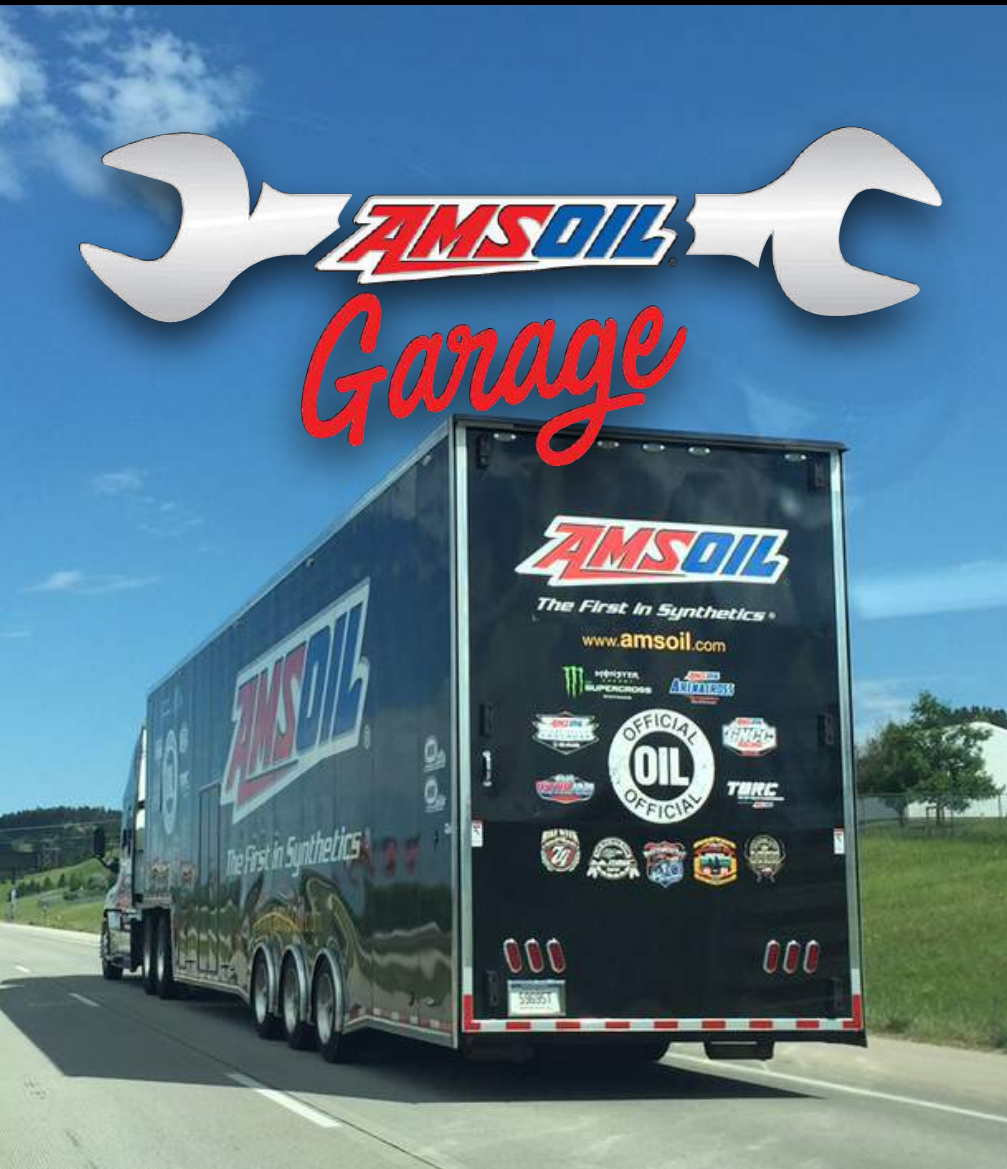
- Created a new concept AMSOIL “Inside the Oval” for Sprint Car National fans the chance to get close to the racing, win a custom T-shirt and live interview. Drives brand awareness through experiences shared in person, live streaming and social media.
- Indy 500 Sweepstakes - Generated leads to nurture via email and direct mail promotions. Social media, Jumbotron, text-to-win campaign and on-site signage. Tactics used resulted in record level of email retention and open rates.
- Created the “AMSOIL Garage” to keep racers in the race while building grassroots brand affiliation, loyalty and ROI.

# BUILDING LOYALTY & AWARENESS THROUGH EXPERIENCES DELIGHTING CUSTOMERS WITH ENGAGEMENT





# BUILDING LOYALTY & AWARENESS THROUGH EXPERIENCES REACHING ENTHUSIASTS WHERE IT COUNTS





# BUILDING LOYALTY & AWARENESS THROUGH EXPERIENCES

## DRIVING INTEREST & COLLECTING LEADS



### ULTIMATE INDY 500 FAN EXPERIENCE

**Trip for Two Includes:**

- Meet drivers • Tour the race museum and shops
- Pit access • Dinner with an Indy 500 legend
- VIP access on the track • Suite access to watch the race
- And much more

No purchase necessary to enter or win.



### ULTIMATE INDY 500 FAN EXPERIENCE

**Trip for Two Includes:**

- Meet drivers • Tour the race museum and shops
- Pit access • Dinner with an Indy 500 legend
- VIP access on the track • Suite access to watch the race
- And much more

**Text AMSOILSNOW  
to 41487 to enter.**

**PLUS 10 FIRST PRIZES**  
McNasty Energy Corporation  
The Chevrolet Volt



\*Message and data rates may apply. See rules for details.



# TRADITIONAL MARKETING

- Expertise in logistics, planning and creation of tradeshow events like SEMA.
- Developed a mixed media campaign around Snocross with TV ads, on-site displays, promotional offers, print ads, PA/radio spots and social media campaign to drive activation with our dealer(s) working at the events.
- Partnered with endemic brands to generate positive affiliation and cross-promotions.

SEMA SHOW 2017

# TRADESHOW LOGISTICS & PRODUCTION





SNOCROSS 2017-18

## DEPLOYING A COMPLETE MEDIA MIX

**AMSOIL**

**WE'VE GOT  
YOU COVERED!**

Buy 1\*



Get 1



**WHILE SUPPLIES LAST.**

\* Must purchase minimum of one-gallon of  
AMSOIL INTERCEPTOR® or DOMINATOR® Synthetic 2-stroke oil.  
Valid at AMSOIL Snocross National at Spirit Mountain only.  
Visit AMSOIL booth for details.  
(Beanie styles may vary).



# INFLUENCER MARKETING

- Leveraging athletes for maximum brand exposure, product validation and media / content. Increased top two influencers to more than 58 Million impressions across social and news media.
- Intentionally affiliating with other brands to maximize reach with every athlete, event or sponsored property.
- Expanding reach into digital platforms, including podcasts and e-sports marketing with a sponsored AMSOIL iRacing team.



# MANAGING BRAND AMBASSADORS & INFLUENCERS

## BUILDING BRAND EXCITEMENT & ENGAGEMENT





MANAGING BRAND AMBASSADORS & INFLUENCERS  
BUILDING LOYALTY & WORD OF MOUTH





# MANAGING BRAND AMBASSADORS & INFLUENCERS DRIVING ACTIVATION & PROOF OF PRODUCT





MANAGING BRAND AMBASSADORS & INFLUENCERS

E-SPORTS MARKETING



**AMSOIL**

[www.amsoil.com/pc](http://www.amsoil.com/pc)



# MANAGING BRAND AMBASSADORS & INFLUENCERS

## DIGITAL MEDIA MARKETING



# OEM MARKETING

- Negotiated the licensing of the “Iron Dog” brand as a special edition Ski-Doo snowmobile. (2015-2018)
- Built brand affiliation with BF Goodrich racing and consumer activation at events with AMSOIL inside the BFG Garage. (2018)
- Currently working with KLIM to develop co-branded product, marketing and promotional campaign. (2018-2019)
- Developing licensing agreement with TRAXXAS for a new project (2019).



LICENSED BRANDING WITH SKI-DOO

# OEM EXPERIENCE



BRAND & EXPERIENTIAL AFFILIATION WITH BF GOODRICH

# OEM EXPERIENCE





LICENSED BRANDING WITH KLIM

# OEM EXPERIENCE



**SCHEURING**  
**SPEED SPORTS**  
THE ORIGINAL INDEPENDENT SNOCROSS TEAM



LICENSED BRANDING WITH TRAXXAS

# OEM EXPERIENCE





# ORIGINAL CONCEPTS

- Created and managed the branding concept with BRP/Ski-Doo for the Iron Dog edition snowmobile.
- First to bring Iron Dog to downtown Fairbanks and downtown Anchorage.
- Created the Flying Iron Freestyle show from idea to execution with X Games medalists and energy drink partner. (Monster Energy)
- Working on new concepts for original motorsport events.

# GENERATING IDEAS & MAKING THEM A REALITY

## CREATING ORIGINAL EXPERIENCES





GENERATING IDEAS & MAKING THEM A REALITY  
CREATING ORIGINAL EXPERIENCES



# FUNCTIONAL SKILLS

My career path began with traditional print, design and layout. This expanded into web design, marketing and product development. Over the years, my roles took on full managerial and budgetary responsibility. I have continuously developed my experience in creative/content direction, event marketing and product development. This ongoing growth has provided me with the following hands on capabilities:

- MS Office, various CRM and project management tools
- Web development (HTML/CSS, some light programming)
- Adobe Creative Suite (and other pixel and vector design software)
- Video production (shooting, editing and some motion graphics skills)  
Premiere, Final Cut, After Effects



# RELATIONSHIP MANAGEMENT

I have many transferrable industry contacts and relationships inside a wide spectrum of market segments including, but not limited to: Off-road trucks, sports car, motorcycle, dirt bike, snowmobile and UTV. Inside these segments, I also have many great connections within the categories of OEM, aftermarket and non-endemic brands that support the market.

It's my belief that the most important skill for any marketing role is the ability to build, grow and maintain strong relationships.

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