

Smithfield Marking 10-Year Almirola Partnership With New Campaign

By Adam Stern

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The Taste Victory microsite will be promoted on a special paint scheme on the No. 10 car

Photo: STEWART-HAAS RACING

Smithfield Foods is rolling out a year-long activation, around the decade mark of its sponsorship of NASCAR driver Aric Almirola, called Taste Victory. Smithfield was with Almirola during his time at Richard Petty Motorsports and most recently as the main sponsor of Stewart Haas Racing's No. 10 Ford. The company has always been a heavy activator during its time in NASCAR, and this year's Taste Victory program involves both a microsite where fans will be entered to win certain prizes as well as a retail component that is expected to be in up to 10,000 grocery stores. Smithfield will give away \$10,000 to one fan for each victory Almirola gets this season, as well as 10 gift cards to 10 fans for every top 10 finish. The sides will promote the just-launched microsite via a special paint scheme on the No. 10 car for the Busch Clash exhibition race at Daytona next week and via Almirola's "Beyond the 10" digital content series.

PERFECT PAIRING: Smithfield's partnership with Almirola has survived several exec changes and the company's current deal with SHR goes through this season. Almirola told *THE DAILY* that Smithfield "always said that the core group and demo of NASCAR fans is their customer, and they love that about the sport." Smithfield CMO Tim Zimmer said, "We have found Aric to be exactly the type of person who we're looking for to form a partnership: He embodies a lot of things we've found to be important including his family, his performance on the track and his overall character." Zimmer also said that Smithfield will continue mixing in some different sub-brands and partnerships for its paint schemes throughout the season. For example, it has previously used its Farmer John brand that is strong on the West Coast for races in California, and it also has done co-paint schemes with Waffle House. Asked about what sort of return on investment Smithfield is getting from its motorsports partnerships, Zimmer said, "We have found that to be significantly increased through our partnership with SHR. How we've evolved in the social/digital space and how we execute that at retail and making sure we have increased retailer participation is crucial."