

4:00 – Introduction

5:00 – Her career origins on California’s Central Coast

6:30 – How she landed in NASCAR

8:30 – On the significance of being a female CMO

10:00 – Appealing to an audience of 40% women

11:30 – The “gateway drug” to NASCAR fandom

13:15 – The next step to making fans interested in NASCAR

14:15 – How Jill interacts with other female CMOs in sports

16:15 – The definition of successful marketing

17:30 – Why Jill loves doing it in NASCAR

19:15 – “Ready! Set! Chase!” Marketing the 2016 playoffs

21:00 – How NASCAR measures when marketing resonates

22:30 – Contrasting this campaign with “Daytona Day”

24:15 – Can it work to focus away from competition?

25:30 – On a new series of live-action digital films

27:30 – Getting buy-in from drivers on the project

29:30 – Why NASCAR eliminated branding from rounds

31:00 – Embracing the “playoff” vernacular

32:30 – The challenge of engaging fans ‘through the clutter’

34:00 – Which social media platforms are most effective

35:30 – Telling the stories of a new generation

38:00 – The conundrum of promoting future stars before wins

39:45 – Is attracting youth as simple as having younger stars?

41:00 – What is most important for Millennial appeal?

43:00 – Jill’s travel-heavy schedule for the rest of the year

44:30 – Marketing plan for inaugural Chases in Xfinity/truck

46:15 – On leveraging a driver’s unfortunate moment

48:15 – Why Jill will be spending much time in Vancouver