



*Dave Musiel*

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# EXPERIENTIAL PORTFOLIO

Brand Experiences • Events • Sponsorship Activation  
On-Premise • In-Store • Virtual

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# Quick Bio

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I've learned a lot over the course of my career. But there is one thing, in particular, that has left a lasting impression on me – Jack Daniel's creed: "We never sell. We tell." More than 150 years ago, Mr. Jack pioneered social media selling whiskey and building a brand by telling stories from the back of his wagon. And the brand continues to forego the hard sell in favor of engaging consumers with its brand story to this day.

Over the years, I've remained true to that creed. I've developed a steadfast reputation as a creative leader who connects people with a brand in ways that are relevant and compelling to them while staying true to the brand. The brand experiences created under my leadership do more than entertain people. They engage them with the brand, making emotional, indelible connections that last. They inspire action that creates sales as well as affinity for the brand.

This approach has worked well for me as a multi-award-winning, multi-million-dollar business generating marketer and creative leader. It's helped to win and build business. It's helped me lead and mentor creative teams to great accomplishments. And it's helped the brands I've worked on grow sales while developing lasting relationships with their consumers.

In this portfolio are case studies of a few of the experiential marketing and sponsorship activation programs I've led the creation of.

# CONTENTS

[Pg. 4](#)



**PENNZOIL**  
Proving Grounds

[Pg. 11](#)



**PENNZOIL**  
Tune-Up w/ Tim McGraw

[Pg. 17](#)



**EBAY MOTORS**  
On The Road

[Pg. 22](#)



**SHELL ROTELLA**  
SuperRigs

[Pg. 29](#)



**CAPTAIN MORGAN**  
Raiding Parties

[Pg. 34](#)



**CAPTAIN MORGAN**  
Captain of Mardi Gras

[Pg. 40](#)



**SHELL ROTELLA**  
RoadShow

[Pg. 45](#)



**REYKA VODKA**  
Redefine The Night

[Pg. 51](#)



**VOLVO**  
Ski In, Drive Out

[Pg. 56](#)



**MILLERCOORS**  
Find a Brew That  
Speaks to You





# PENNZOIL

Proving Grounds



***PENNZOIL IS THE  
FIRST MOTOR  
OIL MADE FROM  
NATURAL GAS.  
NOT CRUDE.***

***THE PROOF IS IN THE  
PENNZOIL***



## **SITUATION**

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At the time this program was developed, Pennzoil was implementing a brand platform with a tag line of “The Proof Is In The Pennzoil”. It leveraged Pennzoil’s position as America’s most trusted motor oil, its best-in-class warranty and the fact that it is the first motor oil made from natural gas.



**WELCOME TO THE PENNZOIL  
PROVING GROUNDS**



## CHALLENGE / SOLUTION

### CHALLENGE

Create an engaging experience across multiple events that brings the “proof” of Pennzoil’s *The Proof Is In The Pennzoil* tag line to life with a product you can’t sample.

### SOLUTION

The Pennzoil Proving Grounds is an experiential platform that works across multiple events, venues and sponsorships to showcase the benefits of Pennzoil. Through a variety of interactive elements, consumers can experience first-hand the engine performance that Pennzoil enables, come away emotionally attached to the brand, share that experience with others, and be rewarded with purchase incentives.



# PROGRAM DETAILS

## Experience Pennzoil Performance

- 200' x 200' on-site track for driving exhibitions and drift rides
- Racing simulators with brand information built in
- Working hemi engine with Pennzoil Complete Protection benefits messaging
- Oil Change Challenge competitions between Pennzoil drivers and fans







8

## PROGRAM DETAILS

### Consumer Engagement

- Leverage race team drivers and brand ambassadors for on-site and social media engagement
  - On-stage interviews, autograph sessions, participation in activities, pre-event and on-site content generation
- Drift rides, simulators, and Oil Change Challenge competitions as shown on the previous page
- Amplify engagement and social sharing with show cars, entertainment and opportunities to earn premiums





## VIDEO RECAPS

I do not have an annual recap video from the Pennzoil Proving Grounds program featured in this portfolio, but the two I have included here from previous programs demonstrate the types of video recaps I produced.

They include content from videographers we hired for the tour, that I shot myself, and that we got from some of the Pennzoil Influencer teams. I curated all the content, identified what should be included, developed the script outline, put together the data points, and directed the production of the videos.





# RESULTS

- 406,500 came by the footprint over 27 auto enthusiast and race events
- Average time spent in the footprint was 10.5 minutes
- Attendees who spent 30+ minutes was up 73% from previous year
- 124.1MM organic impressions
- Ad Equivalent Value = \$6,206,075







# PENNZOIL

Tune-Up Series with Tim McGraw





"CARS ARE A BIG PART OF  
MY MUSIC, BECAUSE THEY'RE  
A BIG PART OF MY LIFE."

-TIM MCGRAW



**LONG LOVE CARS.**

Cars are part of our way of life. And if you love cars as much as we do, you want to keep your engine as close as possible to the way it left the factory. That's why every Pennzoil® features a combination of technologies to help maintain engine cleanliness and to clean out the dirt and deposits lesser oils can leave behind. SEE TIM'S STORY AT [FACEBOOK.COM/PENNZOIL](https://www.facebook.com/pennzoil).

JOIN TIM MCGRAW AND PENNZOIL ON THE "BROTHERS OF THE SUN" TOUR.

Not just oil, Pennzoil.®



\*Based on a severe sludge clean-up test using SAE 5W-30. ©2012 SOPUS Products. All rights reserved.

## SITUATION

This program was developed as part of Pennzoil's partnership with Tim McGraw as a Brand Ambassador and its sponsorship of the Brothers of the Sun tour. The brand partnered with Tim McGraw for its Long Love Cars campaign due in part to his life-long passion for cars and how well music and cars have always gone together.

The program included branding and campaign messaging, a fan engagement area outside each venue, and a VIP backstage "tune-up" performance at 23 concerts in 22 cities.



A photograph of three men performing on a stage. The man on the left is wearing a cowboy hat, a grey t-shirt, and jeans, and is singing into a microphone while gesturing with his hands. The man in the middle is wearing a plaid shirt, a fedora, and sunglasses, also singing into a microphone. The man on the right is wearing a white shirt, a tie, and red pants, and is singing into a microphone. The stage is lit with warm, orange light, and there are microphones and speakers visible in the foreground.

# CHALLENGE / SOLUTION

## CHALLENGE

Develop an activation around the tour sponsorship that has authenticity and relevance in creating a deeper emotional connection with Pennzoil, driving brand affinity and purchase intent.

## SOLUTION

Create a once-in-a-lifetime experience for an intimate “tune-up” performance by Tim McGraw prior to each concert. Invite consumer promotion and radio winners, key customers, celebrities, and Paralyzed Veterans of America to the VIP experiences.





14

## PROGRAM DETAILS

### Pre-Show Exterior

- 3 months, 23 concerts, 22 cities, 20 radio remotes
- 230+ Brand Ambassadors
- Long Love Cars exterior event engagement
  - Photo op with multiple background options
  - Engine display with brand benefits
  - Racing game, Scan & Win, Database opt-in
- 3350+ photos captured and shared 8000+ times







15

## PROGRAM DETAILS

### VIP Tune-Up Experience

- VIP guests — promotion and radio winners, key customers, celebrities, Paralyzed Veterans of America — were treated to a once-in-a-lifetime experience
- “Tune-up” show by Tim McGraw (3-5 songs) in intimate backstage setting
- Meet ‘n greet, photo ops, food and beverage, SWAG





# RESULTS

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The program reached over a million attendees and hosted more than 4600 VIP guests, including 1400 key customers, across the tour.

It succeeded in driving a deeper emotional connection with consumers, resulting in increases in brand affinity and purchase intent metrics.

Won *Billboard's* Concert Marketing & Promotion Award.







On The Road With  
**EBAY MOTORS**





## SITUATION

eBay Motors wanted to make an impression on car enthusiasts in getting the message out that they were a good source for car parts as well as cars.





## CHALLENGE / SOLUTION

### CHALLENGE

Break through the clutter to engage and inform car enthusiasts that eBay Motors is for much more than just buying cars. That there are thousands of parts you can buy on the site for any size auto project.

### SOLUTION

Partner with celebrity builders to restore a car from scratch with everything purchased on eBay Motors, from the donor car to all the parts. But don't just build it in a lonely garage and then unveil it. Give car enthusiasts a front row seat to the restoration by taking it on the road during the five-month build, chronicling its progress with social content, and auctioning it off for charity.



## PROGRAM DETAILS

### On The Road With eBay Motors

- Partnered with Rutledge Wood and Kenwood Rod Shop to conduct and chronicle the build of a 535-hp, 427-ci, “red, white and rowdy” 1967 RestoRally Mustang Fastback
- Toured the in-progress build to major auto enthusiast events over 5 months
- Chronicled the build via social media, local TV/radio, and press events
- Auctioned the completed build off at SEMA to benefit the Juvenile Diabetes Research Foundation (JDRF)





# RESULTS

- The most successful brand engagement in the history of eBay Motors
- Reached nearly 2 million car enthusiasts live
- Generated more than 3.6 million social media impressions and millions of earned impressions
- Raised \$55,000 for JDRF







# SHELL ROTELLA

## SuperRigs





# SITUATION

Shell Rotella is the #1 diesel engine oil in North America. Since 1992, it has conducted a unique annual beauty show for **working** trucks from the U.S. and Canada – The SuperRigs event – as a tribute to its core over-the-road trucker audience.

The multi-day event takes place in different locations across the U.S. each year. Trucks are judged in various categories. 12 lucky winners are also photographed for that year's calendar in 12 different locations in the region over the course of 5-6 days.

I'm happy to have led the conceptual planning, creative and calendar photography for this event for several years.







## CHALLENGE / SOLUTION

### CHALLENGE

Reward and drive long-term brand affinity with Shell Rotella's core audience – over the road truckers.

### SOLUTION

The SuperRigs event is a long-running truck show known for its tribute to working trucks, its camaraderie, and its calendar, which Shell has been producing since 1984.

The multi-day event is a family experience complete with the judging of trucks in several categories, a truck parade in town, light shows, fireworks, entertainment, activities, rewards and the sought-after opportunity to be picked for the calendar.



# PROGRAM DETAILS

## Live Event

- Multi-day event includes truck judging, truck parade, light show, fireworks, activities, entertainment, rewards and award ceremony
- Creative execution includes design of stages, banners, signage, displays, and the Rotella Roadhouse pod
- Additional activation includes streaming and content creation





# PROGRAM DETAILS

## Calendar Shoot

- 12 trucks are chosen by the client for the calendar
- The shoot takes place over 5-6 days at 12 different locations within an hour drive from the event that I pre-scouted and secured with my team
- I selected the photographer and location manager, developed the budget, led the location scouting, managed securing the locations, directed the photo shoot and testimonial video production, developed the questions/script for the videos, led the interviews, and directed the calendar production

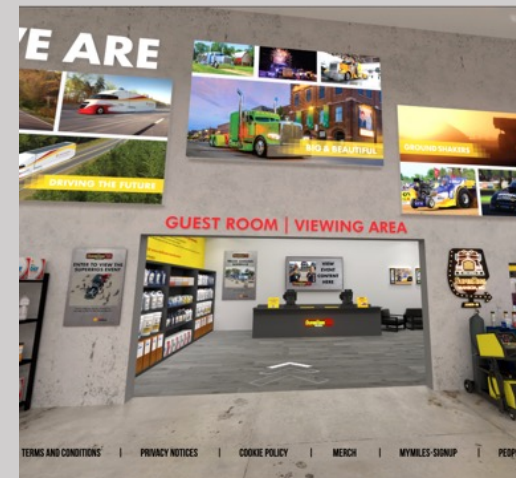
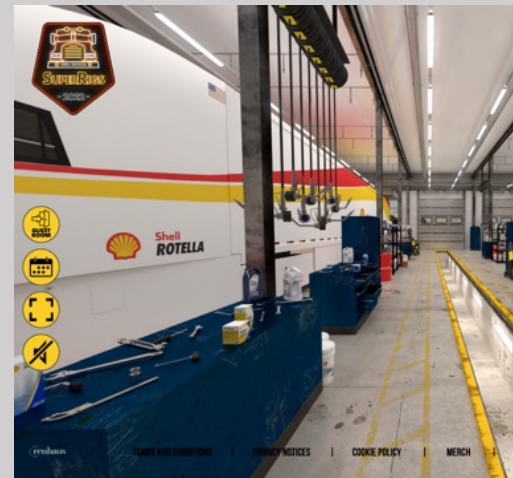




# PROGRAM DETAILS

## Virtual Garage

- Led the development of this virtual space to extend the reach beyond the live event
- Included clickable hot spots for a variety of content and links, including:
  - Streaming from the event, People's Choice Award voting, virtual Starship tour, rewards program registration, product information, branded premium purchases, influencer posters and a 40 Years of SuperRigs video
- Accessibility compliant
- Can be re-skinned for use as a virtual meeting space and training site







## RESULTS

- The calendar has now been running for 40+ years and the live event for 30+, a testimony to the brand affinity Rotella has built with it
- Truckers continually return and praise the event and the brand – it chokes you up to see a burly trucker shed tears during their testimonial because of how proud they are to be a part of it
- In the 6 years I've worked on the event, total impressions generated through social and earned media have gone from 27.7M to 57.5M
- Virtual Garage expanded reach to 14 countries with nearly 25 minutes of viewing time



# CAPTAIN MORGAN

Pirated Events / Raiding Parties







## SITUATION

This program was originally presented as the winning pitch for the multi-million-dollar Captain Morgan PR Event Business.

Captain Morgan's goal was to establish a position as the #1 party icon that always makes good times better. The Captain is the symbol of the brand. He represents its personality: fun-loving, adventurous, spontaneous, mischievous, irreverent, unexpected.

At the time of this program, The Captain was not living up to the image. He didn't have street cred as the mischievous, "fun with rum" pirate persona that sparks good times into great times.





## CHALLENGE / SOLUTION

### CHALLENGE

Bring to life the spontaneous and mischievous nature of the brand for sparking good times into great times and increase affinity for Captain Morgan among LDA-24.

### SOLUTION

Spark the brand's image and connect with consumers by putting The Captain in situations and experiences befitting the hit and run, fun with rum pirate legacy.

Showcase the brand's ownable mischievous behavior by pirating relevant, media-worthy events and conducting "unauthorized", unexpected Raiding Parties.



# PROGRAM DETAILS

## Raiding Parties

- Captain Morgan pirated big festivals, concerts, and other media-worthy events with must attend party destinations
- The Captain and his Morganettes sparked good times into great times with fun, rum and Pirate Booty (premiums)
- Pirate Radio “takes over” the airwaves with music and social content
- Smaller Raiding Parties hit on-premise accounts for event nights





# RESULTS

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- Won a multi-million-dollar new business pitch
- Succeeded in establishing Captain Morgan as the brand that sparks good times into great times
- Revamped The Captain's image as an adventurous, mischievous, fun with rum pirate persona with street cred
- Variations of many of the activations continue to run at events like Mardi Gras, Sunfest, Fantasy Fest, Gasparilla and others







# CAPTAIN MORGAN

The Captain of Mardi Gras







## SITUATION

This program was originally presented as the winning pitch for the Captain Morgan Promotion Event Business.

Captain Morgan's primary goal was to establish a position as the #1 party icon that always makes good times better. What better place to start than America's #1 party destination.

A second goal was to establish Captain Morgan's Brand Ambassador, The Captain, as the adventurous, spontaneous, and mischievous "fun with rum" pirate persona that sparks good times into great times. What better way than anointing him as the Captain of his own Mardi Gras Krewe.





Concept Board

Actual Event HQ



## CHALLENGE / SOLUTION

### CHALLENGE

Create a clear consumer link to Captain Morgan as the #1 party icon and reinforce it as the brand that always sparks good party times into even better times.

### SOLUTION

Take ownership of a #1 party occasion.

Leverage the fact that Mardi Gras has various Krewes for its parade and parties with captains of each Krewe. Designate The Captain as the Official Captain of Mardi Gras, sparking a good time into a great experience.



# PROGRAM DETAILS

## Mardi Gras Event

- Take over a French Quarter location and create The Captain's Quarters for Mardi Gras festivities
- Use it as the official Captain Morgan Party Gras headquarters
- Make The Captain the captain of his own Mardi Gras krewe
- Award trips to consumers, customers, and sales personnel to join The Captain and his krewe in Mardi Gras
- Create viral awareness of the event with social videos and a Captain's Quarters YouTube channel



[Click for Recap Video](#)





# PROGRAM DETAILS

## Pre-Event

Create excitement leading up to Mardi Gras around the country with

- Off-premise displays promoting Captain Morgan as the Captain of Mardi Gras
- On-premise Party Gras events that encourage guests to Party Like It's Mardi
- Sweepstakes to win trips to the Captain's Quarters at Mardi Gras





# RESULTS

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- Won a multi-million-dollar new business pitch
- Succeeded in creating a link between a #1 party occasion and Captain Morgan to help establish the brand as the #1 party icon
- Succeeded in reinforcing Captain Morgan as the brand that sparks good times into great times
- The Captain of Mardi Gras event ran continuously for more than 10 years





# SHELL ROTELLA

## RoadShow







## SITUATION

The Shell Rotella RoadShow is a highly successful multi-year program that utilized a 53-ft. double bump-out trailer as a mobile brand edutainment and training center for Shell Rotella distributors, customers, fleet operators, trade show attendees and end users (truckers, farmers, construction, diesel pick-up).

The RoadShow continues today though the unit has been downsized to make it more accessible for more customers.

I led the concepts, design and copywriting of the RoadShow and all display units.



# CHALLENGE / SOLUTION

## CHALLENGE

Engage and educate customers across multiple markets with the vehicle/equipment and business benefits of using Shell Rotella products in their trucks, tractors and heavy equipment.

## SOLUTION

The Shell Rotella RoadShow is a mobile education center with 10 interactive zones to engage attendees with the brand and educate them on its benefits. Each zone can be changed as needed to promote new industry changes and product benefits.



# PROGRAM DETAILS

- Interactive zones include
  - Hands-on demo tools to demonstrate several product benefits
  - Road tested parts with visual and audio descriptions
  - Engine oil basics with visual and audio descriptions
  - Starship "Future of Trucking" display with audio-enhanced hot spots
  - Education and testimonial videos
  - Product display
  - Million Mile Haul of Fame
  - Test Your Knowledge quiz
  - Loyalty program registration







## RESULTS

Throughout the years, the Shell Rotella RoadShow has hit hundreds of locations, 50+ per year, from distributors to customers to trade shows and events, in sectors including trucking, agriculture, construction and diesel pickups, in the U.S. and Canada.

Its long history is a testament to its value in helping to maintain Shell Rotella as the #1 diesel engine oil brand in North America, leading in market share, brand preference and sales.

- 2024 Market Share: 50% retail, 23% installed
- 2024 Brand Preference: 44% U.S., 51% CA





# REYKA VODKA

TONIGHT,  
REDEFINED

64°32'N  
21°55'N

NORTHERN LIGHTS PARTY,  
WESTERN ICELAND,  
WINTER 2010

PHOTOGRAPH BY  
ARI MAGG







## SITUATION

Reyka is a small batch Vodka from Iceland, uniquely crafted in a rare Carter Head Still and filtered through lava rocks. It was being introduced in the U.S. when this program was developed.

The brand is marketed as being “as unique as the land that inspires it.” It is a place unlike anywhere. And home to a vodka unlike any other. It embodies the spirit of a land much different than its name would imply, a land that redefines the typical. It is a warm, friendly, creative spirit steeped in art, literature and music. It is bold and adventurous, inspiring impromptu gatherings to celebrate its spontaneous wonders.





# TONIGHT, REDEFINED

64°32'N | NORTHERN LIGHTS PARTY,  
21°55'N | WESTERN ICELAND,  
WINTER 2010

## CHALLENGE / SOLUTION

### CHALLENGE

Induce call and create advocacy for the brand amongst the “Creative Explorer” target audience while reinforcing Reyka’s Icelandic spirit. Provide on-premise accounts with reason to order/re-order the product.

### SOLUTION

Redefine the night out. Inspire people to discover it the Reyka way.





48

## PROGRAM DETAILS

### Night Out, Redefined (Summer Solstice Program)

In a land where at times the sun is rarely seen, the celebrations for the times when the sun is still out at midnight are epic.

The concept that I developed brought the magic of the summer solstice to key markets in the U.S. by paying homage to the longest party of the year highlighted with a midnight toast to the midnight sun.







49

## PROGRAM DETAILS

### Key Market Activation

- Summer Solstice parties at key accounts in Mission District, San Francisco, Brooklyn, New York, Back Bay, Boston, and Wicker Park, Chicago
- “Reykavangelist” sherpas of the night inspire Creative Explorers to redefine their nights out
- Specialty drinks and midnight toasts to the sun
- Reyka NightFX photo app
- Sweeps to win trips to Iceland





# RESULTS

- Annual sales increase in the high double digits (up 80% in first six months)
- Summer solstice continues to be an annual celebration for Reyka Vodka







# VOLVO

Ski In, Drive Out







## SITUATION

This is a concept I created to leverage the Volvo Western Region partnership with Heavenly Ski Resort, which is situated within driving distance of several key Volvo markets.

At the time the program was developed, one of the key brand benefits that Volvo marketed was its superior performance in all weather conditions, including eight AWD models. The versatile performance of Volvo enhanced people's drive to enjoy life's diverse activities.





## CHALLENGE / SOLUTION

### CHALLENGE

Increase awareness and retention of key brand benefits, drive dealer traffic and test drives, and increase sales leading into and during the winter season.

### SOLUTION

Leverage Volvo's partnership with Heavenly Resort to enable Volvo's target audience to experience its winter driving benefits – 8 AWD models with legendary handling and safety in snow – at on on-hill All-Terrain Park. Offer test drive and purchase incentives tied to the partnership at dealerships.



# PROGRAM DETAILS

## The Heavenly Experience

### SKI IN, DRIVE OUT

- Showcase Volvo's legendary all-weather performance with a Volvo All-Terrain Park for on-mountain test drives
- Sweepstakes to win XC90 with Ski Package
- Brand Ambassadors distribute brand info, carabiners with sweepstakes codes and premiums
- Merchandising includes wrapped Gondolas, ski hill banners and Volvo show cars at the base of the ski resort





## PROGRAM DETAILS

### The Dealership Experience

#### Test Drive Incentive:

- 2-day Heavenly pass
- One winner per week wins extended test drive to Heavenly for weekend

#### Purchase Incentive:

- Free Volvo Ski Package: rooftop loadbar with ski and snowboard holders, winter accessory package, Heavenly passes and snowboard or skis

#### Dealer Support:

- Print and radio tags, outdoor banners, social media, showroom display with Heavenly trail maps







# MILLERCOORS

Find a Brew That Speaks To You



# SITUATION

Tenth and Blake is a craft beers, imports and ciders division for MillerCoors (now Molson Coors).

In the world of craft brews, it's important for Tenth and Blake to keep its distance from MillerCoors to maintain authenticity in the eyes of craft brew consumers.

With the explosion in the number of craft brews over recent years, and the seasonal varieties of them, it is also important to get shoppers to try the brews to stay top of mind, increase purchase intent and maintain shelf presence.







## CHALLENGE / SOLUTION

### CHALLENGE

Create familiarity with, an understanding of, a taste for, and trial of eleven different brands and all their varieties.

Resonate with and establish relevance with craft brew aficionados. Spread the word.

Convince retailers that carry the brands to maintain and grow shelf presence.

### SOLUTION

Engage shoppers at key independent and small chain retailers – nearest to the point of purchase – and encourage them to **FIND A BREW THAT SPEAKS TO YOU**



## PROGRAM DETAILS

### In-Store Engagement

- Dedicated Brew Crew is selected from craft brew enthusiasts to represent Tenth and Blake brands in key markets
- Trained in the art of tasting and selling craft brews along with the nuances of the brewing notes of each brew
- Shoppers are encouraged to taste a variety of options to “find a brew that speaks to them”
- Branded POS attracts shopper attention
- Tasting note cards and coasters for each craft brew are distributed





# PROGRAM DETAILS

## Share a Taste

- Shoppers were assisted in sharing what their brew says to them on social media
- BrewSpeaks2U Facebook page, Instagram and Twitter handle
- Real-time mobile posting of pix and comments
- **Social media added 30X increase in reach!**





# RESULTS

Sales exceeded expectations and the initial test program was rolled out across the country.

Social media overlay added 30X increase in reach one week after event.





# THANK YOU



*Dave Musiel*

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