



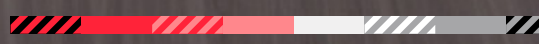
# F1

## CASE STUDY

Putting Fans  
in the Driver's Seat

Ogilvy

Vertical





# BACKGROUND

Formula 1 is the pinnacle of motorsport and aims to deliver the world's greatest sports and entertainment spectacle.

With its origins dating back to the early 20th century, F1 has evolved into the world's premier racing series with almost 1 billion fans worldwide, combining cutting-edge technology with high-speed competition. F1 has expanded its reach beyond the racetrack, engaging fans through media engagement, sponsorships, and immersive at track and off-track experiences.

Today, F1 Racing continues to captivate audiences worldwide, encapsulating glamor, excitement, and precision and embodying the spirit of innovation and excellence in the relentless pursuit of victory.

# CHALLENGE

F1 has grown exponentially over the last 4 years following a change in strategic direction which saw F1 rethink how sport and entertainment is consumed and tailor its content and news accordingly. Through the opening of social media and exploration of new entertainment and media avenues such as the hugely popular Netflix series Drive to Survive, F1 has grown their global fan base to almost 1 billion. Today, the challenge faced by F1 is to find ways to turn this popularity surge into longer-term sustained growth and fan loyalty. One big key to that shift: experiences that feel personal, like a front-row seat on top of your favorite team's garage or an email that recommends the cap worn by that team's driver on the winner's podium.

To achieve this involves engaging and expanding this global fan base whilst innovating and creating personalized fan experiences that cater to individual preferences and interests.

The goal being to gain a deep understanding of fans and their F1 fandom, by identifying and leveraging their likes, interactions, and preferences, thereby intelligently enhancing their overall fan experience across the F1 ecosystem and various platforms such as F1.com, newsletters, F1 TV, F1 App, Fantasy, merchandise, social media, and at-race experiences. By smartly utilizing fan insights, F1 aims to create compelling narratives for fans and better support its partners and maximize their benefits from the F1 relationship.

To address these ambitions and objectives, a full MarTech audit was conducted, leading to the adoption of Data Cloud as the best and most innovative solution. This technological advancement has enabled F1 to gain complete visibility into its global fan base, and played a critical part in supporting the launch of "F1 Unlocked," the brand's first-ever fan-first membership program. With the integration of Data Cloud and Marketing Cloud, F1 for the first time can now provide immersive personalized and tailored fan experiences on an individual level at a global scale.



# SOLUTION

To address their ambitious goals of growing the global fan base from 750 million to 1 billion fans and increasing the known base from 13.5 million to 40 million by 2027, F1 implemented a comprehensive solution. They conducted a thorough end-to-end MarTech assessment, resulting in a detailed 5-year roadmap accompanied by a ROMI (Return on Marketing Investment) business case. The brand identified, documented, and prioritized 75 use cases that encompassed all aspects of the fan experience and potential journeys.

Leveraging Data Cloud, F1 successfully unified data across their tech platforms, including Sales Cloud, Service Cloud, and Marketing Cloud. This integration allowed them to have a holistic and single view of fan touchpoints. With this comprehensive understanding, F1 collaborated with Ogilvy to map out the entire fan experience and implemented it into their platform.

The implementation of a tailored and rigorous KPI-driven measurement framework enabled F1 to measure the success of all marketing communications activities through multiple control cells and testing. Accessible visibility of critical fan data empowered F1 to personalize fan experiences extensively. They could now deliver bespoke content based on factors such as F1 product subscriptions, team affiliations, preferences, favorite drivers, language preferences, viewing and consumption habits, and more.

This ongoing project was built to scale, with the aim of providing further benefits to F1's vast global fan base. By utilizing this solution, F1 has positioned itself to achieve its long-term objectives while enhancing the fan experience and driving fan engagement to new heights.



# RESULTS



Today, F1 is one of the world's biggest and most immersive sports, with the aim of building a presence 365 days a year across mainstream media, social media, wider content opportunities and fan platforms. With ambitious objectives to increase revenues, improve sales of incremental services, engage a greater number of superfans, reduce churn and create communications fans wanted to engage with, the Ogilvy F1 campaign delivered across all objectives.

1

**Improved fan experience drove up opt-in rates to all time high of 61%**

2

**85% increase in engagement. The more personalized user experience on F1.com resulted in 78% returning users compared to 42% in 2022.**

3

**The Salesforce driven experience drove the highest volume of DB growth in 5-years (2% above target)**

We are now in a consolidation and optimization phase throughout the remainder of 2023, with plans to build even greater connectivity in 2024.

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