

F1 UNLOCKED

OGILVY



CASE STUDY



THE CHALLENGE

NOW

Since 2019, we have demonstrated the value of direct customer relationships for F1 through a highly effective CRM programme

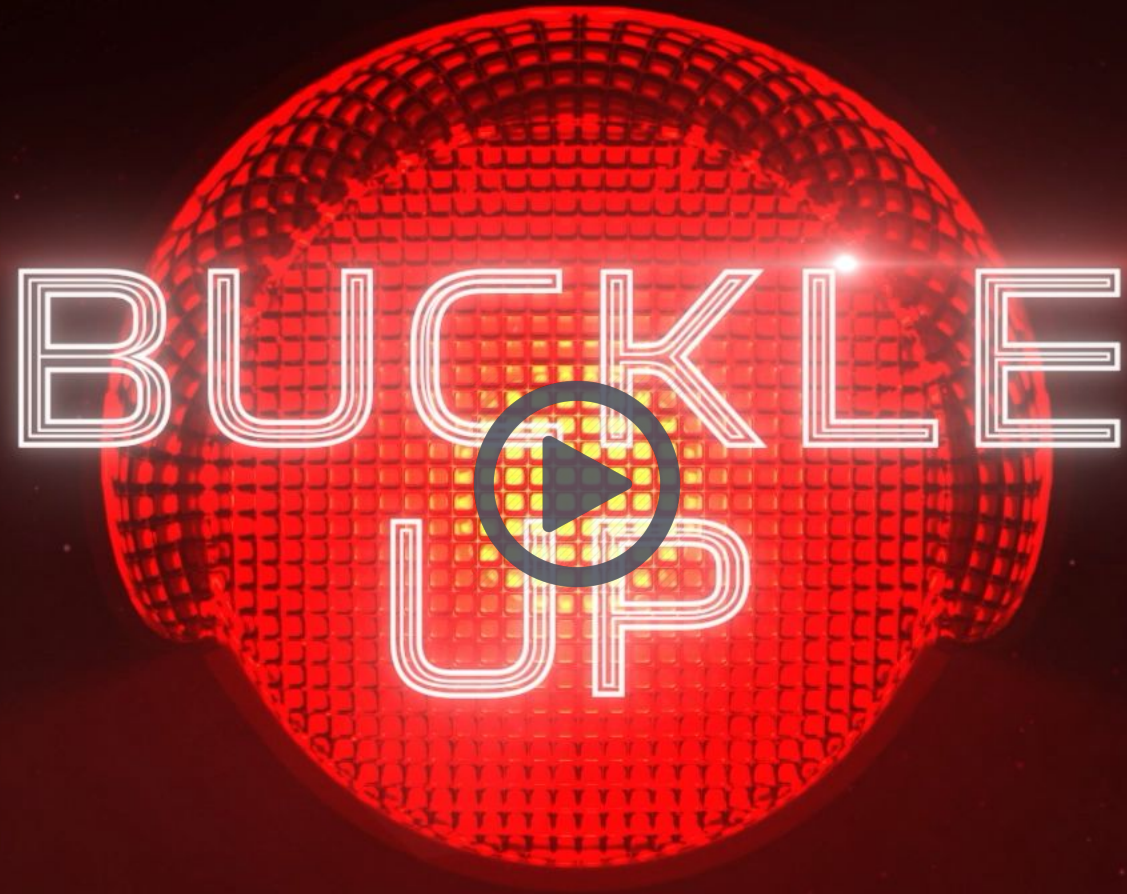
The programme has grown the customer database by **333%**

And we have proved that the value of opted-in fans increases by **70%**

NEXT

The challenge was to go still further – to accelerate database growth, increase opt-in and retain fans for longer, driving more revenue for F1

To do this, we needed a stronger value proposition and a better experience for fans - so we developed **F1 Unlocked**



BUCKLE
UP



THE ROADMAP FOR F1 UNLOCKED



WE DEVELOPED AND TESTED A NEW VALUE PROPOSITION

F1 UNLOCKED

AN ELEVATED FAN EXPERIENCE TO DRIVE REPEAT ENGAGEMENT

RACE NEWSLETTERS

ALEXA SKILL

TRACK EXPERIENCES

SECRET REWARDS

GP UPGRADES

AR APP



UNLOCK THE FULL STORY



UNLOCK THE NOISE



UNLOCK THE TRACK



UNLOCK THE SECOND LAYER



UNLOCK BEST SEATS IN THE HOUSE



UNLOCK THE SPECTACLE FROM YOUR SOFA

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UNLOCKED MVP



- Daily
- Monthly
- Bi-Annually
- Always-on
- Weekly
- Quarterly
- Annually
- Phase 2

BRILLIANT BASICS

CONTENT	COMMUNITY	REWARDS	VIP	
<p>INSIDER CONTENT</p> <p>Regular content stream: breaking news, expert commentary, opinion pieces, unseen stories.</p> <p>F1.com / F1 app</p> <p><small>FRIDAY</small> Race Weekend Preview</p> <p><small>SUNDAY</small> Race Day Primer</p> <p><small>MONDAY</small> Post-Race Review</p> <p>OR</p> <p><small>FRIDAY</small> Non-Race Newsletter</p>	<p>EXCLUSIVE DIGITAL ASSETS</p> <p>Unique fan first digital assets that deliver back to our fans unmet needs</p> <p>LiveTiming data for every test, practice & race</p> <p>Virtual Fan Events Take part in virtual events and watch parties with the global fan community.</p>	<p>ACCESS TO THE OFFICIAL GLOBAL F1 FAN COMMUNITY</p> <p>Connect with other fans from around the world and have your say.</p> <p>Weekly Rewards Unlock: Click to Reveal Digital downloads, F1 and partner offers & competitions.</p> <p>The Big Quiz Mid and end of seasons' key moments for chance to win Paddock Club passes.</p>	<p>F1 UNLOCKED COMPETITIONS</p> <p>Chances to win unbelievable F1 experiences and one-offs.</p> <p>REWARDS AND OFFERS ACROSS F1 ECOSYSTEM</p> <p>Unlocked-exclusive discounts and offers.</p> <p>Discounts at F1 Store and F1 Authentics</p> <p>Digital wallpapers to download</p>	<p>PRIORITY EXPERIENCES AT GRAND PRIX'S</p> <p>"VIP" experiences for Unlocked fans at races.</p> <p>Surprise & Delight ticket upgrades at selected races</p> <p>F1 Unlocked Fast Wifi free for members at races</p> <p>Exclusive 10% discount on all trackside purchases</p>

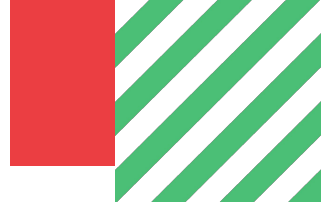
MAGIC MOMENTS

<p>Weekly Quiz with chance to win your name on a race flag square</p> <p>F1 a Day Interactive word game.</p>	<p>Content Wrap of the Season</p>	<p>Creators Programme Platform for fans during the top 4 races to share their own content with other fans.</p>	<p>Fantiques Win unique F1 memorabilia</p>	<p>Unlocked Bar Access to 'hidden' Unlocked bar at Circuits</p>
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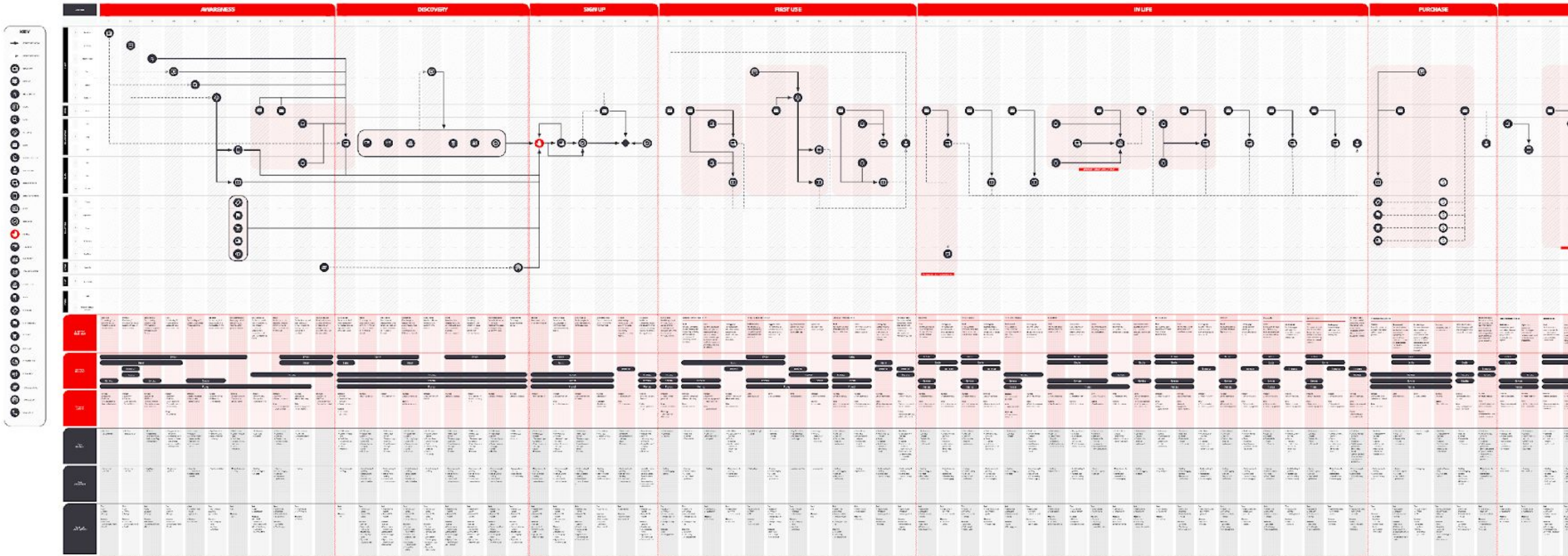
RULE BREAKERS

<p>F1TV Unlocked Extra e.g. Unlock the race from the driver's helmet in full VR</p>	<p>Iconic Competitions Quarterly chance to win prizes like 'Best seat in the house' & Meet the drivers.</p>
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WE MAPPED NEW CUSTOMER JOURNEYS FOR AN ENHANCED EXPERIENCE

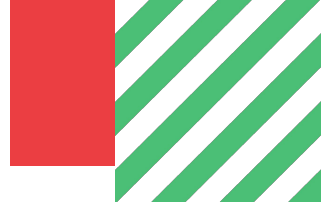


UNLOCKED Multichannel Fan Experience

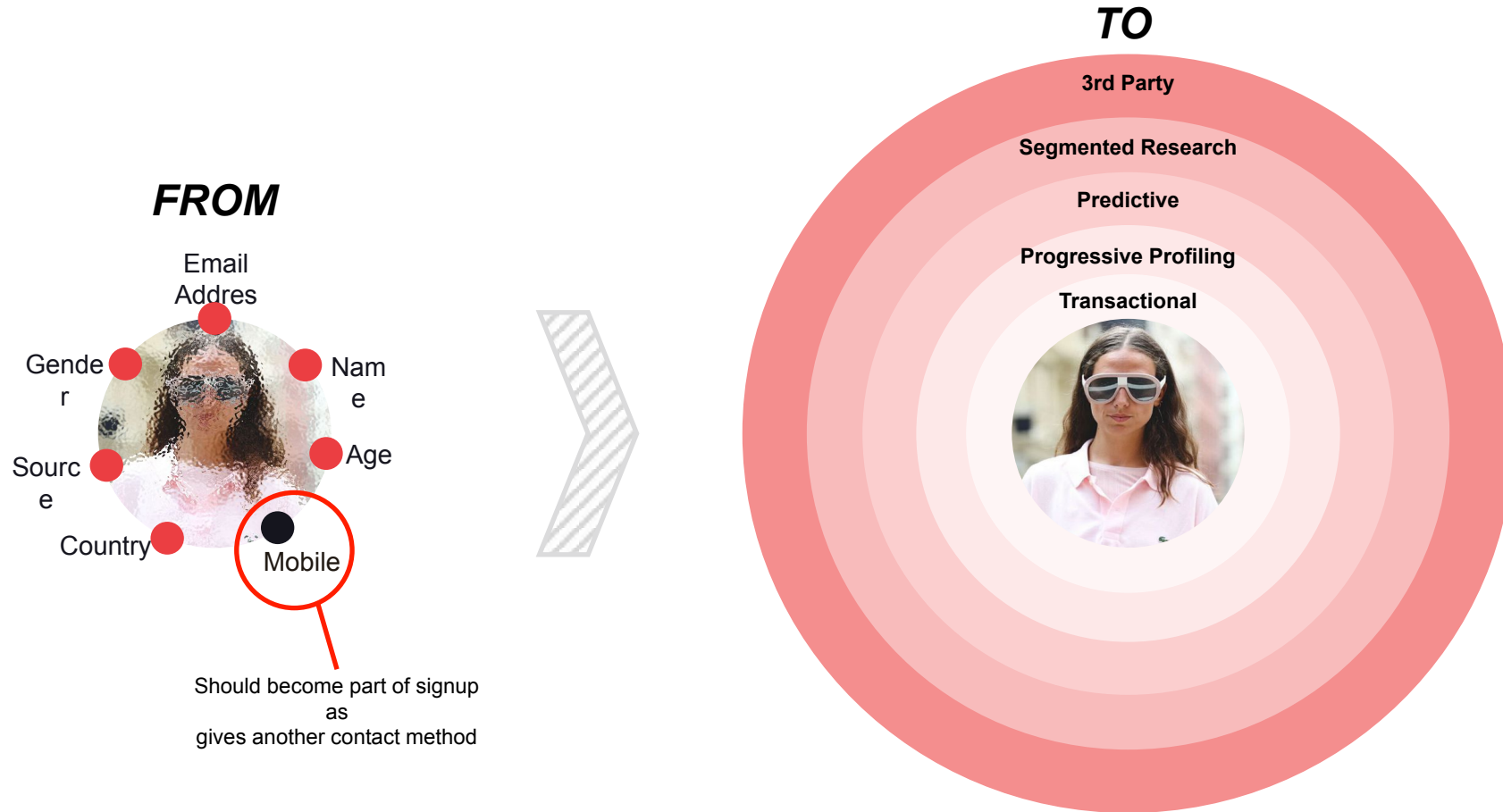


WE DEVELOPED A NEW DATA STRATEGY

Identifying how to improve data completeness and data quality by leveraging new value exchanges at key moments in the customer journey



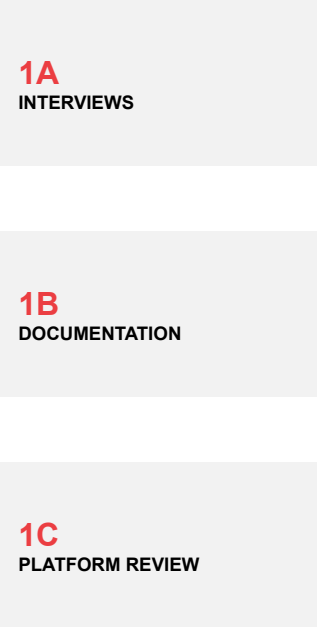
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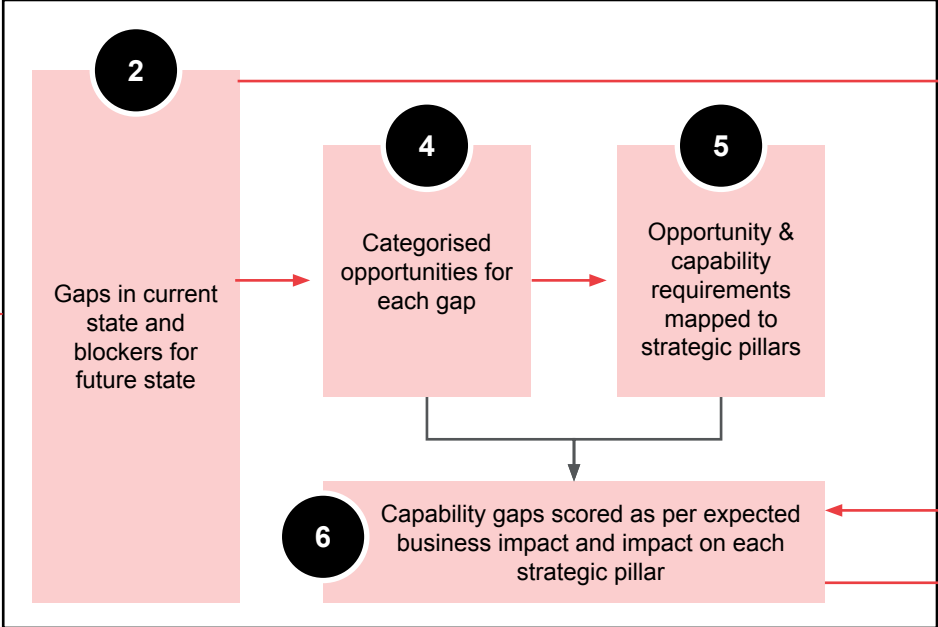
WE IDENTIFIED CAPABILITY GAPS & TECH REQUIREMENTS

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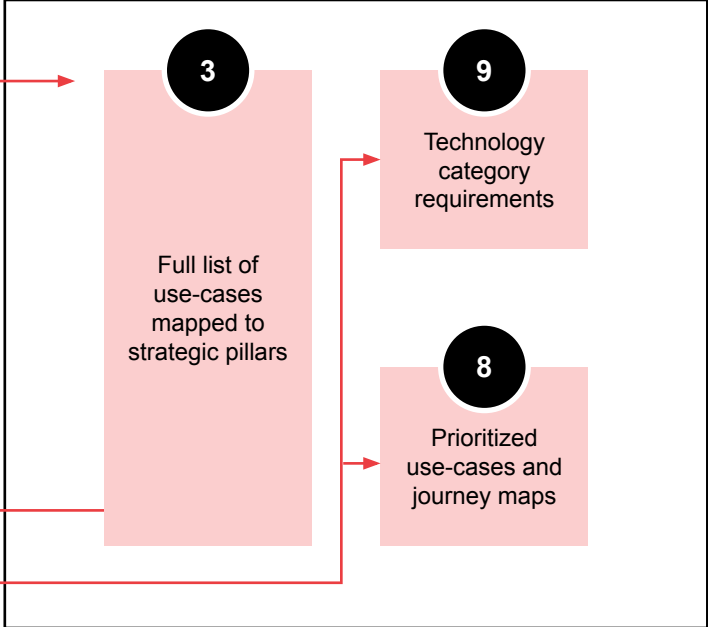
DISCOVERY



PROCESSING



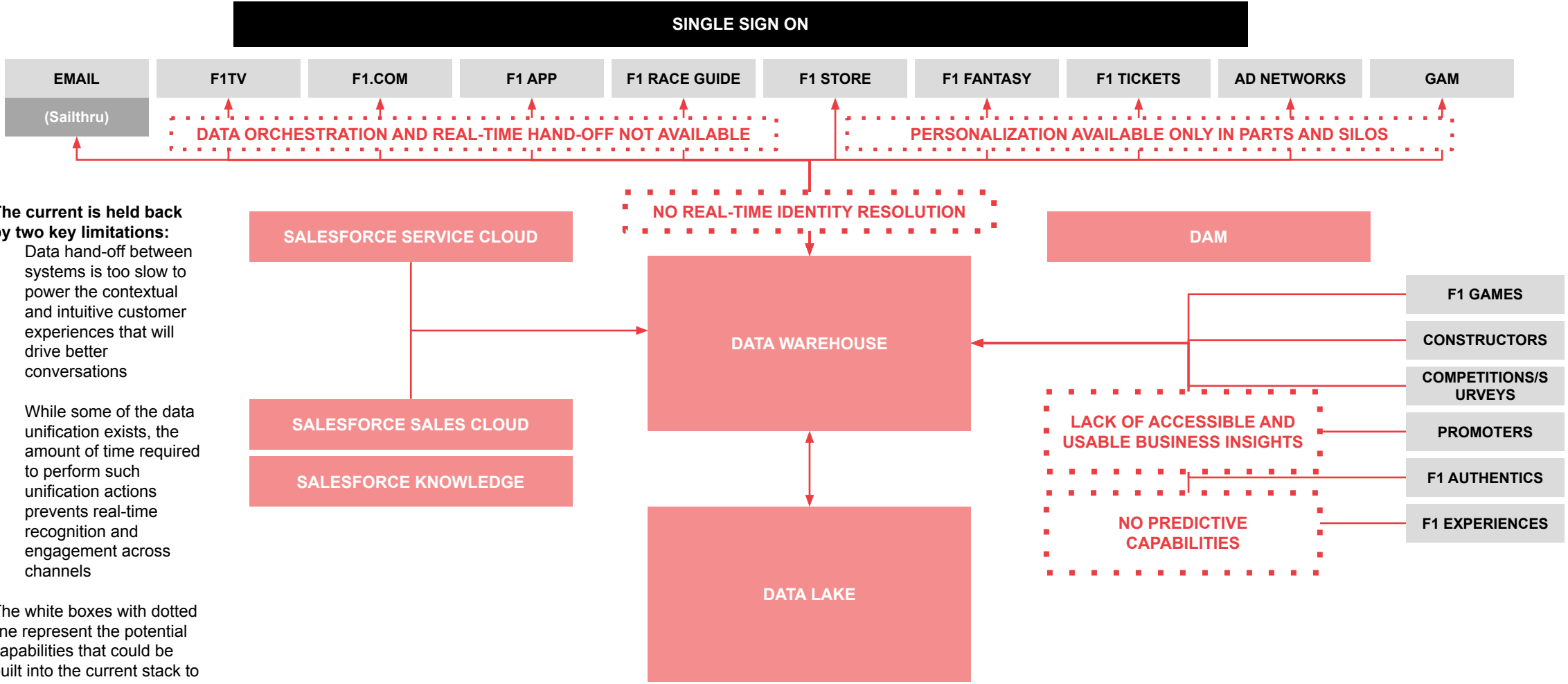
OUTPUT



ID	Category	Business Gap	Capability Gap	Strategic Pillar	Score	Description	Impact	Priority	Owner	Status
1	Marketing	Low visibility	Lack of integration	Brand & Sales	High	Marketing campaigns are not reaching the target audience due to fragmented channels.	High	High	John Doe	In Progress
2	Customer Service	Slow response	Lack of automation	Customer Experience	Medium	Customer inquiries are not being resolved quickly due to manual processes.	Medium	Medium	Jane Smith	Planned
3	Product Development	Outdated features	Lack of innovation	Product Quality	Low	Current product features do not meet market expectations for modernity.	Low	Low	Mike Johnson	Completed

WE MAPPED THE CURRENT STATE TECH GAPS

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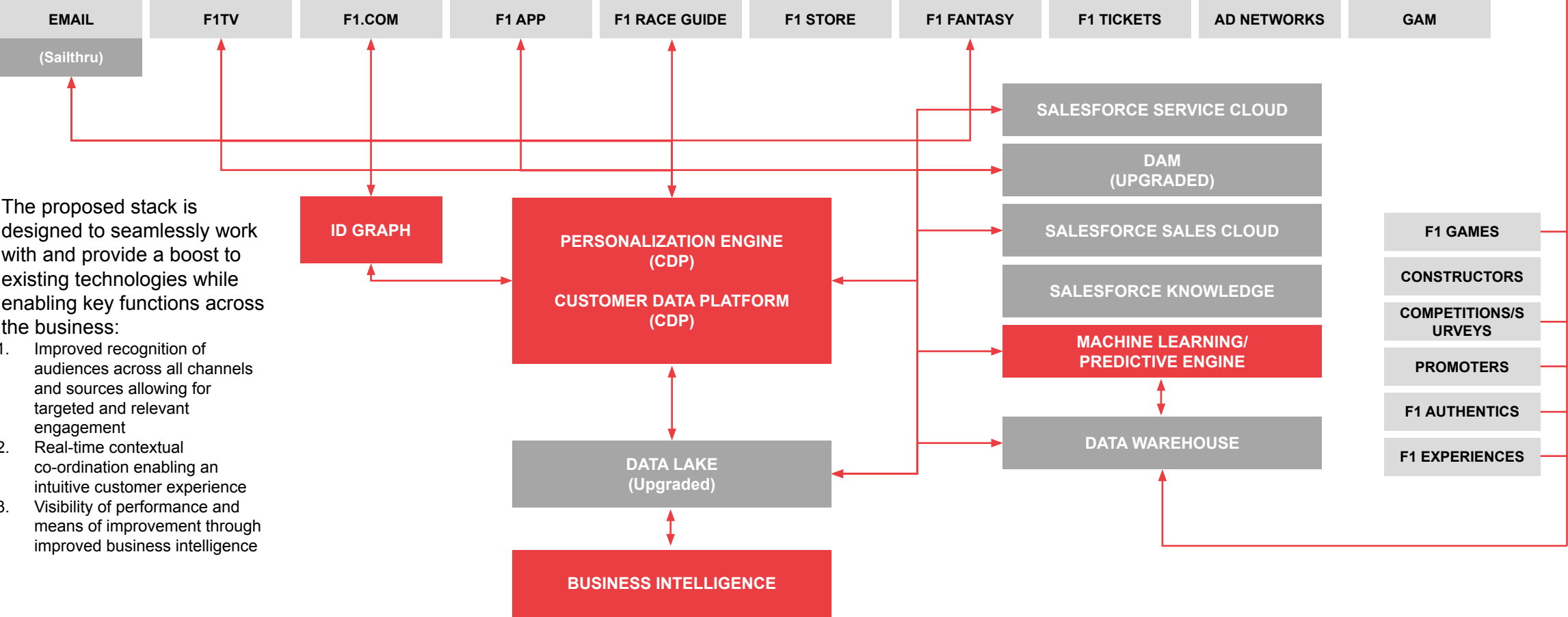
The current is held back by two key limitations:

1. Data hand-off between systems is too slow to power the contextual and intuitive customer experiences that will drive better conversations
2. While some of the data unification exists, the amount of time required to perform such unification actions prevents real-time recognition and engagement across channels

The white boxes with dotted line represent the potential capabilities that could be built into the current stack to super-charge it.

AND PROPOSED MARTECH SOLUTIONS

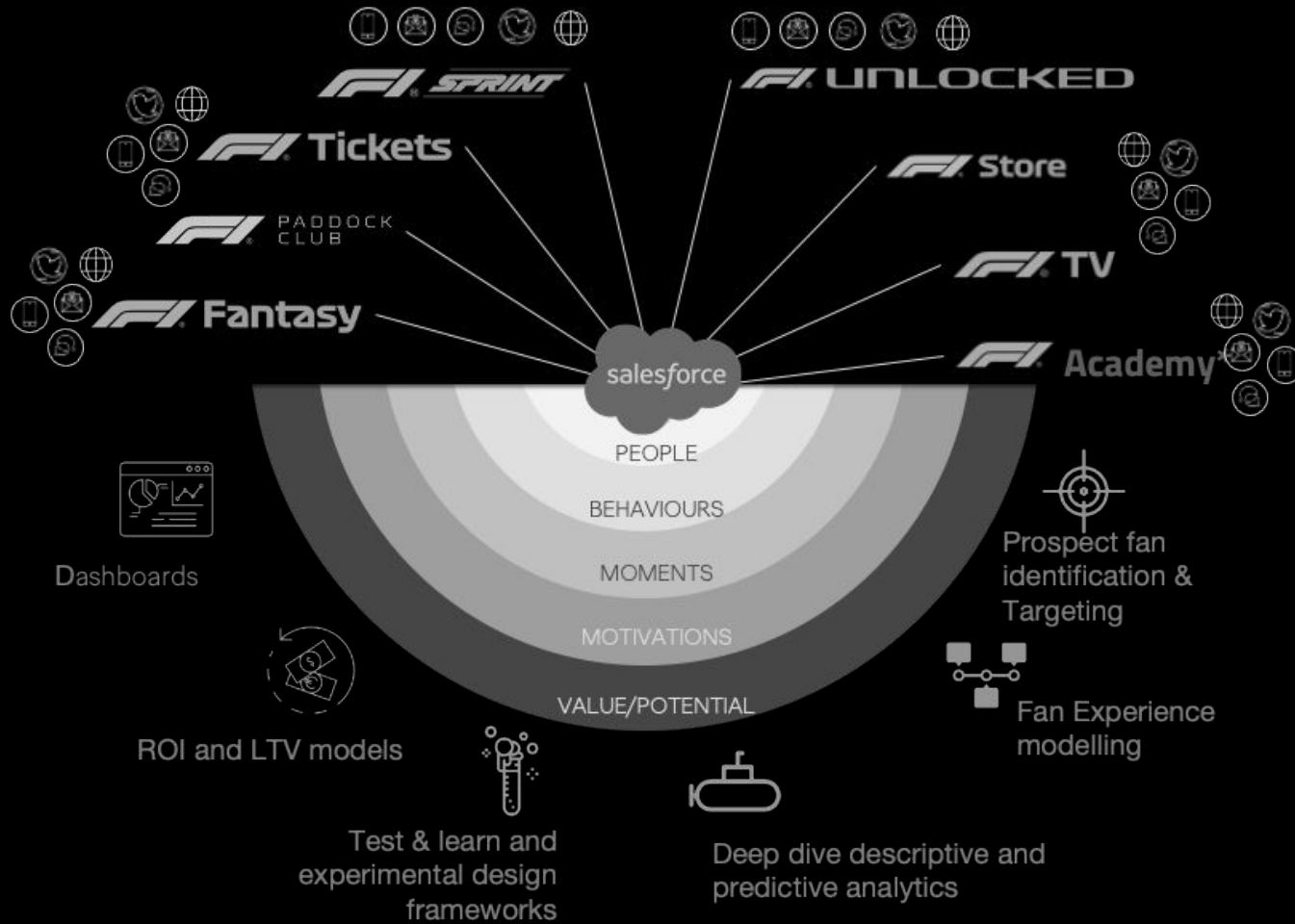
SEPARATE LOGINS REQUIRED FOR EACH SYSTEM



The proposed stack is designed to seamlessly work with and provide a boost to existing technologies while enabling key functions across the business:

- 1. Improved recognition of audiences across all channels and sources allowing for targeted and relevant engagement
- 2. Real-time contextual co-ordination enabling an intuitive customer experience
- 3. Visibility of performance and means of improvement through improved business intelligence

THE NEW F1 DATA AND TECH ENGINE



A Data fuelled, Sales Force drive chain
Borderless implementation: one team,
one vision; Put fans back at the heart of
Formula 1

F1 RESULTS

In total,
F1 direct to fan
programme
delivers:

7:1

ROMI

17.9_M

DATABASE

2.9X

PORTFOLIO
SALES INCREASE

Since launch in March 2023,
F1 Unlocked has delivered:

918k direct-to-database sign-ups
(9% above target)

33% opt-in rate increase

78% return users on F1.com
(vs 42% in 2022)

25% higher content engagement