

Ferrari F1 Club

The **Ferrari F1 club** was founded by Scuderia Ferrari Grand Prix motor racing team for the supporters and fans of **Ferrari F1**. This club is a means to keep the fans engaged and updated of all the upcoming races and events related to **Ferrari**. This has been one of its most effective marketing strategy as the club members identify with the luxury label and form a loyal fan base.

With Digital being the new norm, the club recognizes the need to create a digital platform to empower them expand their fan base across the globe, increasing awareness and interest amongst people worldwide regarding the Scuderia Ferrari team. The Head of marketing, Sam was invited to share his key strategies to ensure fan engagement globally. Being an active sportsman himself, he felt this platform was a great opportunity to connect fans and racing teams by providing exclusive status to the fan club members.

As in most sporting events, fans love to learn about their favorite teams, history and statistics of performance across different seasons. A sneak peak into featured videos, behind the scene action, team interview is a memorable gift any fan can aspire for. Fan club members could get a closer look at the pits stop and having an exclusive pit lane walk would surely excite many.

Being part of a special Gallery with a great view of the race track along with champagne and an exquisite lunch buffet at the event will give members of the fan club a unique identity. Sam wanted to delight the fan club members with an online shopping experience from the **Ferrari** exclusive merchandise store where one could personalize/customize the products, seamlessly transact across currencies and get the product delivered at one's doorstep.

Sam's ideas were well received by the senior members of the club and the club began looking for an IT partner firm to help build the Fan engagement digital platform to provide all the experiences envisaged by Sam and many more, before the next racing season coming up in 4 months.