



Team Paper Bag
Sukraat | Vishal



PRODUCT INTRODUCTION

**NO RESTRAINTS. NO LIMITATIONS. WE DON'T SIMPLY PUSH BOUNDARIES.
WE COMPLETELY RETHINK THEM**



1963 - BRUCE MCLAREN FOUNDED BRUCE MCLAREN MOTOR RACING
IN ORDER TO DEVELOP AND RACE SPORTS CARS ALONGSIDE HIS
COMMITMENT AS LEAD DRIVER IN THE COOPER GRAND PRIX TEAM

DESIGN PHILOSOPHY - PIONEERING TECHNOLOGIES. BEAUTIFUL
DESIGN. YOUR MCLAREN IS ALREADY ONE OF MOST EXCLUSIVE CARS
ON THE ROAD. BUT THROUGH OUR MCLAREN SPECIAL OPERATIONS
DIVISION, WE GIVE YOU THE CHANCE TO MAKE IT TRULY UNIQUE



7

NTT IndyCar Series Wins



7

Indy Lights Championships



28

IndyCar Podiums

AWARDS - 3X RACING CAR OF THE YEAR
2X PIONEERING AND INNOVATION AWARD
3X JOHN BOLSTER AWARD FOR TECHNICAL
ACHIEVEMENT

Brand Introduction & Personality

“It’s not about fashion anymore. That’s boring. It’s everything related to technology: Apple, tablets, home entertainment and the environment – that’s what’s turning people on right now”

The British run McLaren™ was reclusive by comparison. The team’s own logo was a shifting amalgamation of the brands which sponsored it.



MAKING THE SHIFT FROM THE TRACK TO THE ROAD

Introduction of GT, Supercars, Ultimate and Legacy Series

RELENTLESSLY AMBITIOUS

McLaren is one of the most successful F1 teams in history. The desire to win applies off the track too, in the determination to be one of the world’s leading technology groups.

VISUAL PERCEPTIONS and COLOR ASSOCIATION

- Prestige, value, timelessness, sophistication, power
- Vitality, fun, playful, exuberant, outgoing
- aggressive, energetic, provocative, attention-grabbing, passionate

Lady Gaga

Gaga Oh-Là-Là!

Forbes List of 100 Most Powerful & Influential Celebrities

Forbes World's 100 Most Powerful Women

12 Grammy Awards, 2 Golden Globes, Academy Awards

15 Million Albums Sold Worldwide

51 Million Singles Sold Worldwide

Intuitive
Introverted

Judging
Turbulent

Fight and push harder for what you believe in; you'd be surprised, you are much stronger than you think
- Lady Gaga

You can't be first without first being brave.
- McLaren



Red Carpet Association

Lady Gaga arriving to the many Awards on a McLaren will not only hype up Vanity Fair but also Top Gear



Colour coded campaigns



Lyrical Incursion

Sample:
"The world keeps grinning
Doesn't stop me from winning
On the top its totally barren
When I pull up in my McLaren"



Bold and Brave

McLaren and Gaga are too good to be
overthrown, use that to our
advantage, together that pair is
invincible



The McLaren logo, featuring a red and black stylized 'M' with a red swoosh, followed by the word "McLaren" in a bold, black, sans-serif font.