



cognizant

GLOBAL PARTNER

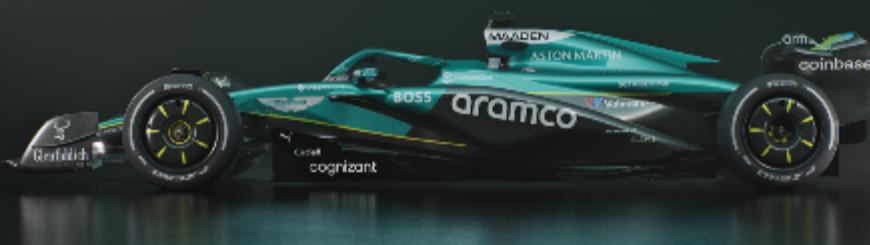
Cognizant and Aston Martin Formula 1 Gen-AI idea-thon

I / AM Pulse

Start your engine. Earn your experience

F1-nctional Intelligence:

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- **Nehal Joshi**
- **Sahil Negii**
- **Damaris Arauco**



Agenda

1. The Challenge
2. Persona
3. I/AM Pulse
4. Engagement into Loyalty
5. Figma Demo
6. Social Activation Strategy
7. Business & Market Impact
8. Feasibility & Roadmap
9. Elevator Pitch

The challenge

How can AMF1 use Gen AI to meet fan expectations, boost merchandise sales, and strengthen its global brand through social media and lifestyle branding?

32

Average
fan age

42%

of fans are
female

1/3

joined in the
last 5 years

1/3

of TV viewers
are under 35

WITH MERCH ON THE RISE, AMF1 CAN ELEVATE FAN ENGAGEMENT BY REWARDING AND PERSONALIZING EXPERIENCES ACROSS DIGITAL AND TRACKSIDE TOUCHPOINTS.

Two Fans, One Platform

REMOTE FAN



- Name: Lucía
- Age: 24
- Location: Argentina
- Follows AMF1 via: Instagram, Twitter (X), TikTok

“I might be far from the track, but I never miss a moment”

ON-SITE FAN



- Name: Julien
- Age: 30
- Location: Canada
- Follows AMF1 via: Instagram, YouTube, TikTok

“Being in the stands is electric. I just wish that energy lasted longer than one weekend”

Two Fans, One Platform

REMOTE FAN

Behaviors

- Shares AMF1 edits on TikTok
- Asks friends to bring back merch from abroad

Needs

- Join exclusive remote events (raffles, online drops)
- Ability to earn points for interacting with content

Frustrations

- Rarely eligible for giveaways or exclusive merch
- Experience feels made for trackside fans

What She'd Love

- AR try-ons before buying
- Forums and chats to connect with fans like her

ON-SITE FAN

Behaviors

- Shares race-day content like stories, photo edits
- Buys AMF1 merch at the track

Needs

- Get something for attending, posting, or scanning QR codes at the track
- Personalize his merch

Frustrations

- Doesn't feel rewarded for his loyalty or spending
- Content doesn't feel tailored to cities or attendance

What He'd Love

- Montreal GP badges and a personal fan profile
- Unlocking exclusive merch after attending a GP



I/AM PULSE

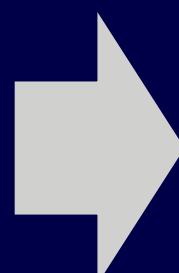
*Start your engine.
Earn your experience.*

A fan-centric app that **rewards every interaction** — from quizzes to merch to race attendance — with personalized experiences, exclusive drops, and a sense of belonging.

HOW IT WORKS

FANS CAN:

- Register their tickets
- Take in-app quizzes that reveal their interests
- Engage with AMF1 content (watch, post, share)



IN RETURN:

- Earn points
- Unlock rewards like exclusive drops or fan meetups
- Get personalized merch

Why this matters?

- Feel recognized and included
- Boost merch sales
- Builds a community that lasts beyond race day



How I/AM Pulse Turns Engagement into Loyalty

INTERACTION

Registering race tickets

Taking quizzes about interests

Sharing race-day content

DATA COLLECTED

Fan preferences

Event activity

Behaviour patterns across regions

GEN AI INSIGHTS

AR try-ons before buying

Unlock trends across fan base

Suggest data-backed collabs

POINTS EARNED

The more they participate, the more value they unlock

Fuel fan progression inside the app

TAILORED REWARDS

Exclusive merch drops

Personalized items/content

Loot Crate

From clicks to cheers — every action fuels personalization

FIGMA DEMO



SOCIAL ACTIVATION STRATEGY

CATEGORY	HOW IT WORKS	EXAMPLE
Hyper-personalized campaigns	<ul style="list-style-type: none">App quizzes reveal fan interestsAI clusters fans and tailor social content	Pandora x AMF1 Capsule
Brand Ambassadors	<ul style="list-style-type: none">Fans earn points for creating and sharing UGCDrives organic reach	“Post Your Fit” Campaign
Rewards & Activations	<ul style="list-style-type: none">Engagement on social = Bonus points or early unlocksConnects in-app rewards with fan hype cycles	Montreal GP Fan Loot Crate

Activating fans with data-driven, shareable moments

Business & Market Impact

BUSINESS IMPACT

Increase merch sales through exclusives

Personalized bundles and product suggestions

Monetize fan preferences through smarter brand collabs

Strengthen loyalty through gamified rewards and recognition

SUCCESS METRIC

Increase merch sales through exclusives

Average Order Value (AOV) increase per user

Number of quizzes completed
% of users engaging with collab

Points redeemed per user
Repeat logins / active users retention

Each point earned leads to stronger fans, smarter insights and higher revenue

FEASIBILITY & ROADMAP

	FEATURES	KEY OUTCOME	RELEVANT TOOLS
PHASE 1: MVP LAUNCH	Ticket registration Fan interest quizzes Special loyalty tier	Validate fan interest Collect zero-party data	Typeform (quizzes) Figma (prototype)
PHASE 2: FAN EXPERIENCE	AR try-on for merch Fan forums Exclusive drops	Increase engagement Build emotional connection	8thWall (WebAR) Discord (forums) Shopify (exclusive drops)
PHASE 3: FULL INTEGRATION	Personalized rewards Social activation and brand collabs Loyalty Tiers	Monetize fan engagement Scale globally with data-driven loyalty	OpenAI (Gen AI personalization) Instagram/TikTok APIs

All tools are existing and scalable, no need to build from scratch to bring it to life.

Elevator Pitch



Q&A

Yash Sethi, Nehal Joshi, Sahil Negi, Damaris Arauco



I / AM

Username

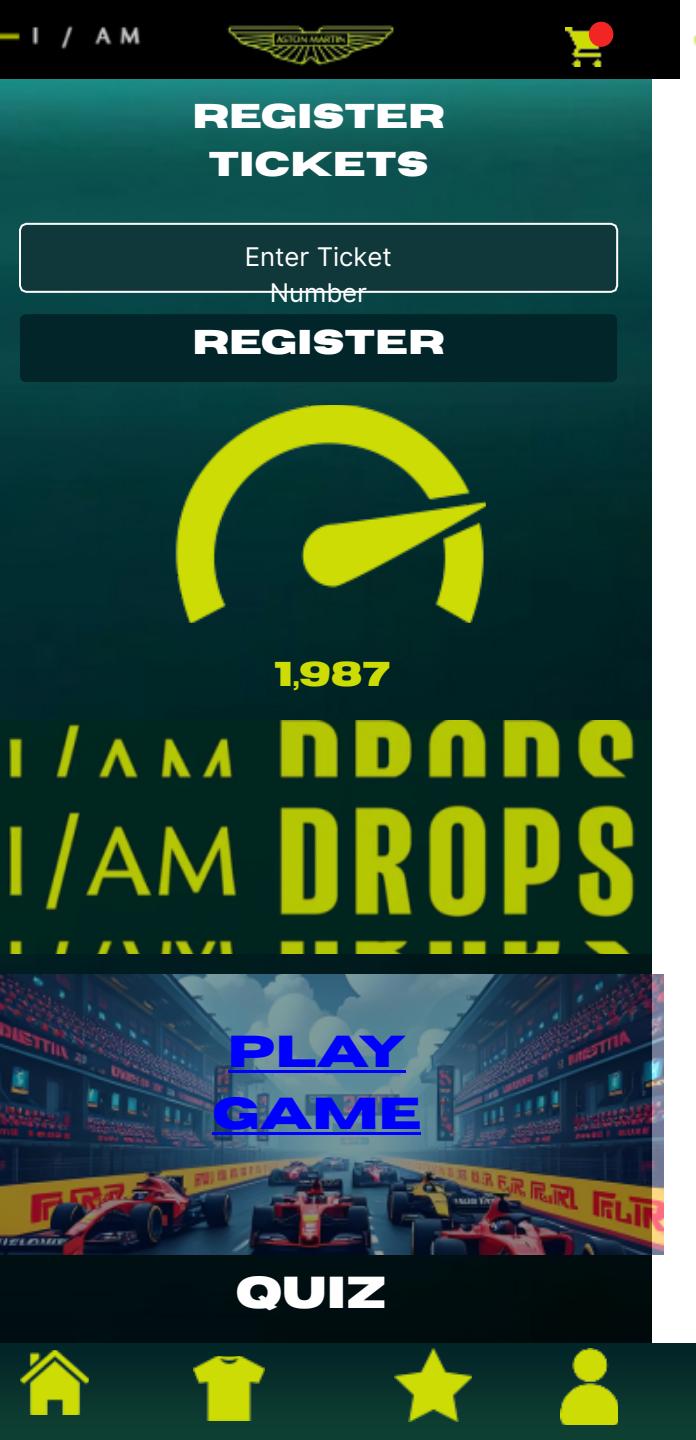
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SIGN IN

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I / AM

Aston Martin

SHOP

I/AM DROPS

PLAY GAME

QUIZ

Pick one of these GenAI designs



Community Poll

Who will win the next race?

Race Driver	Percentage
Fernando	42%
Lance	33%
Max	25%

Home

T-shirt

Star

User

I / AM

ASTON MARTIN

SHOP

I/AM DROPS

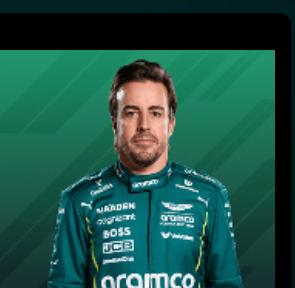
PLAY GAME

QUIZ

Who is your favorite driver?



Lance Stroll



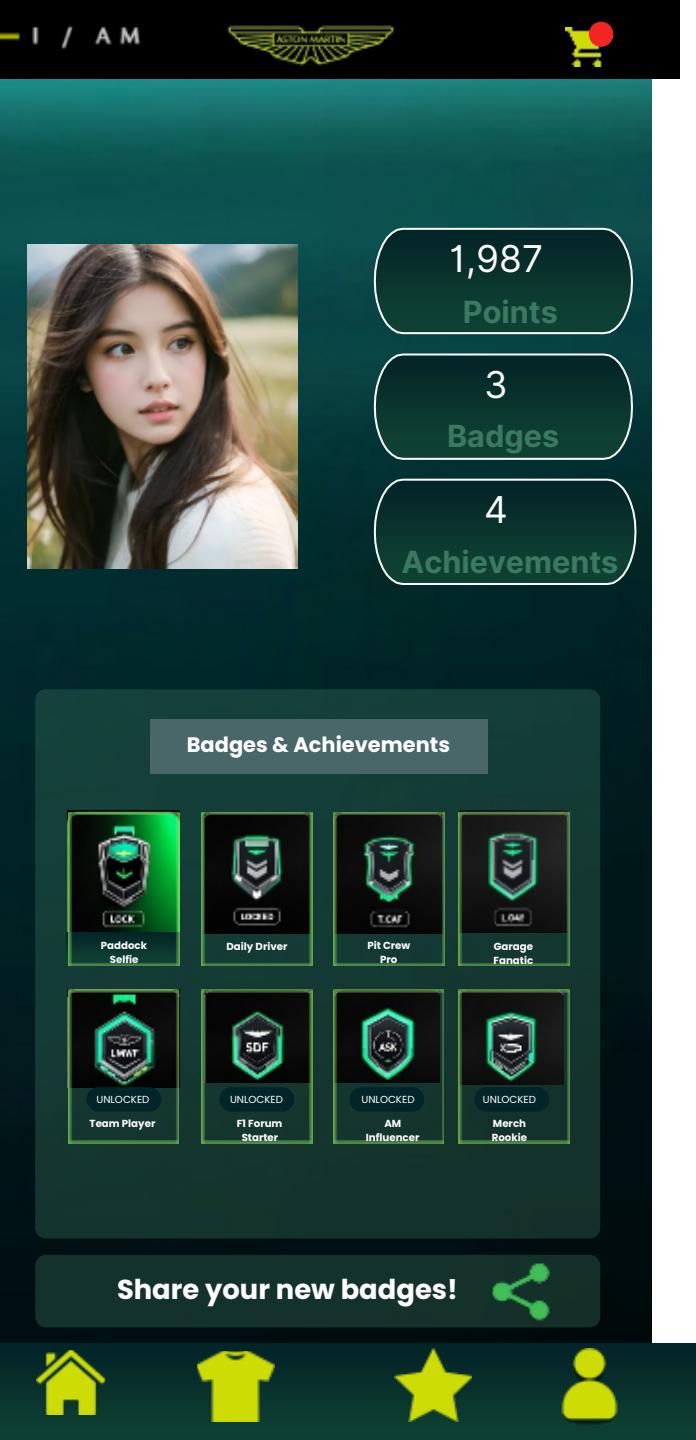
Fernando Alonso

Community Poll

Who will win the next race?

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Home T-shirt Star Profile



- I / AM

Aston Martin

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