aramco
FORMULA ONE TEAM | 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:**

- **Yash Sethi**

- **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.

cognizant

# 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

cognizant

# 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
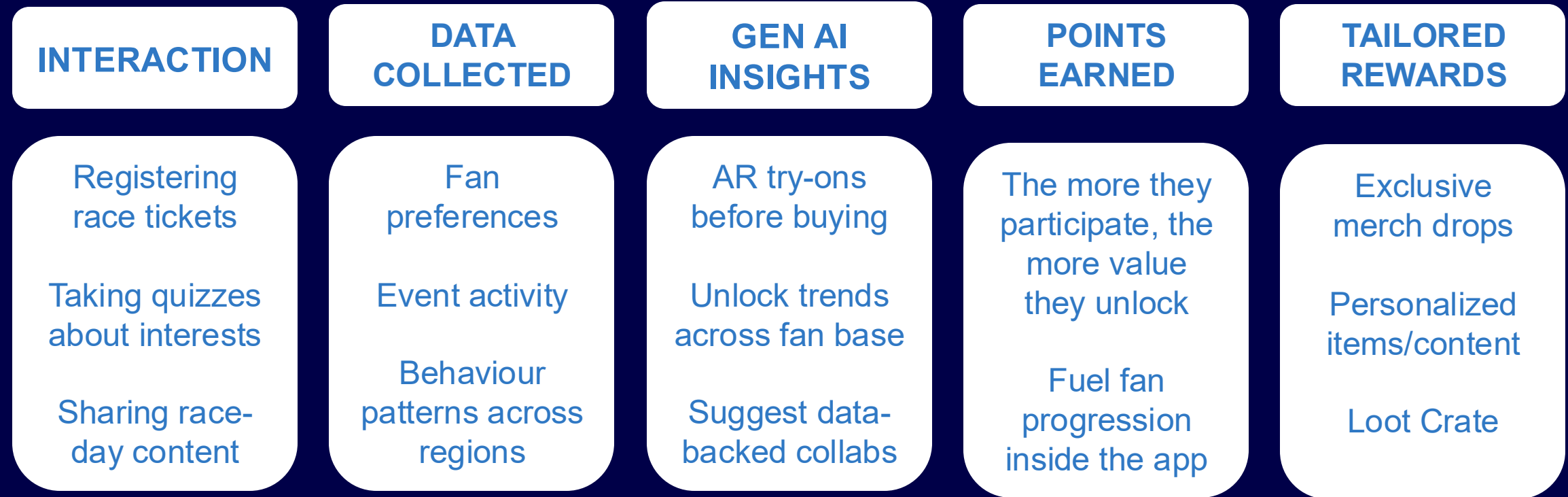- Engage with AMF1 content (watch, post, share)
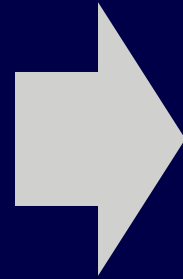
**IN RETURN:**
- Earn points
- Unlock rewards like exclusive drops or fan meetups
- Get personalized merch

**Why this matters?**
- ✅ Feel recognized and included
- ✅ Boost merch sales
- ✅ Builds a community that lasts beyond race day

cognizant

# How I/AM Pulse Turns Engagement into Loyalty

| INTERACTION | DATA COLLECTED | GEN AI INSIGHTS | POINTS EARNED | TAILORED REWARDS |
|---|---|---|---|---|
| Registering race tickets<br><br>Taking quizzes about interests<br><br>Sharing race-day content | Fan preferences<br><br>Event activity<br><br>Behaviour patterns across regions | AR try-ons before buying<br><br>Unlock trends across fan base<br><br>Suggest data-backed collabs | The more they participate, the more value they unlock<br><br>Fuel fan progression inside the app | Exclusive merch drops<br><br>Personalized items/content<br><br>Loot Crate |

*From clicks to cheers — every action fuels personalization*

# FIGMA DEMO

# SOCIAL ACTIVATION STRATEGY

| CATEGORY | HOW IT WORKS | EXAMPLE |
|---|---|---|
| Hyper-personalized campaigns | • App quizzes reveal fan interests<br>• AI clusters fans and tailor social content | Pandora x AMF1 Capsule |
| Brand Ambassadors | • Fans earn points for creating and sharing UGC<br>• Drives organic reach | "Post Your Fit" Campaign |
| Rewards & Activations | • Engagement on social = Bonus points or early unlocks<br>• Connects in-app rewards with fan hype cycles | Montreal GP Fan Loot Crate |

*Activating fans with data-driven, shareable moments*

cognizant

# Business & Market Impact

| BUSINESS IMPACT | SUCCESS METRIC |
|---|---|
| Increase merch sales through exclusives | Increase merch sales through exclusives |
| Personalized bundles and product suggestions | Average Order Value (AOV) increase per user |
| Monetize fan preferences through smarter brand collabs | Number of quizzes completed % of users engaging with collab |
| Strengthen loyalty through gamified rewards and recognition | Points redeemed per user Repeat logins / active users retention |

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

cognizant

# FEASIBILITY & ROADMAP

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

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

cognizant

# Elevator Pitch

# Q&A

Yash Sethi, Nehal Joshi, Sahil Negi, Damaris Arauco