

MARKETING & DIGITAL

MEDIA STRATEGY

F1 IN SCHOOLS is a unique international STEM competition for school children and being a part of it brings immense pride but at the same time a lot of responsibilities too.

When your team registers for F1 IN SCHOOLS, you automatically become a brand and a brand is nothing if it's unknown.

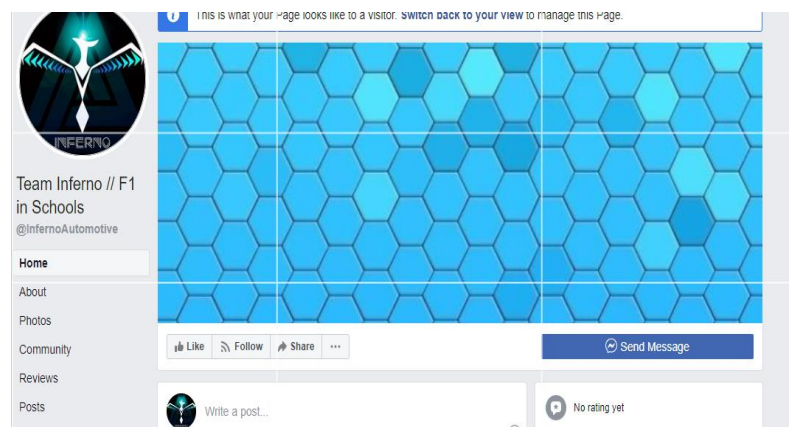
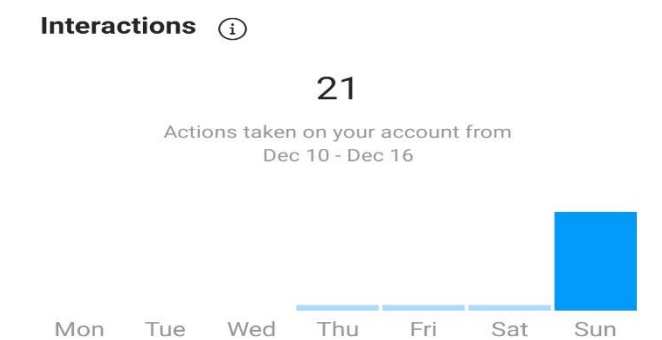
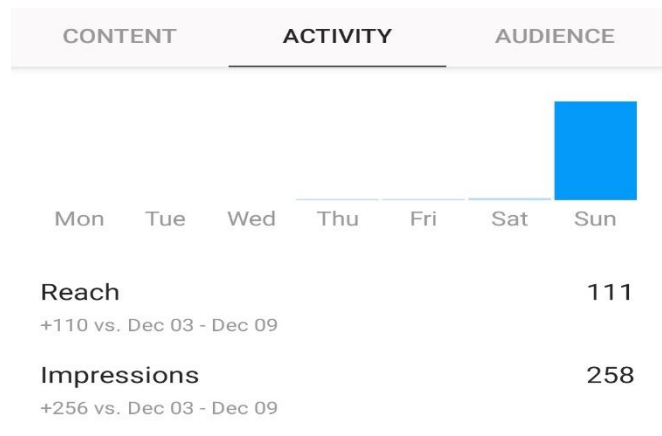
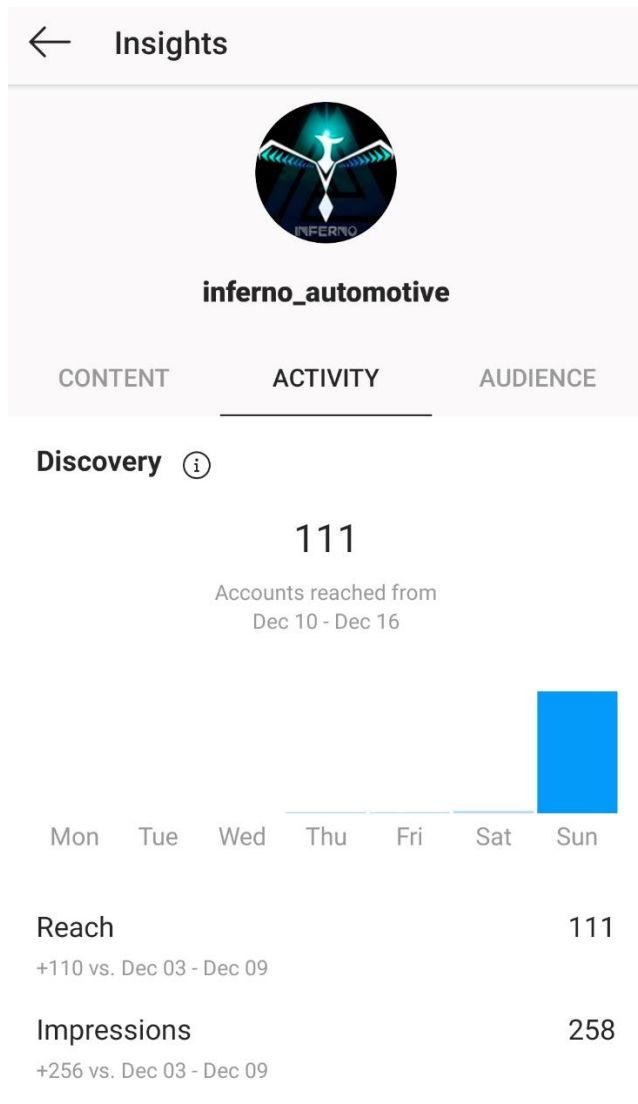


In order to excel at **F1 IN SCHOOLS** competition, our objective was to spread our reach to wherever we can, so that we could be recognised by others.

A brand logo is a brand identity. If you market well, people would know who you are even when you haven't mentioned your name, and that's what our aim was: to

firstly market our logo well. We've put our logo on our brochures, business cards, portfolios etc. Our team, Inferno, also made great use of social media platforms like Instagram, Facebook, Twitter etc. We all know that social media marketing in our generation is something that is sky-rocketing, and, as a matter of fact, we haven't missed a chance to put up our logo wherever possible, from our Instagram profile pic to Facebook cover page or even on a Blog. We just couldn't miss out

on such an essential part of digital marketing. Here are few images of our profile and insights.



Now as obvious as it may seem, it's difficult to sell medicines to a healthy person and that is why each brand should know who their target audience is. As in the case of F1 IN SCHOOLS, it's a competition where school kids compete in teams, so it makes it obvious that one of our key audiences would be children and their parents. But also, our audience includes all the Motor and F1 enthusiasts who hold racing and speed close to their heart.

Now, identifying your target audience is one thing and connecting with them is a totally different one.

Although you are competing against the other teams does not mean that you kill your interactions with them. We, in order to spread our team identity, started conversations with other teams around the world, some of which who had already achieved great feats in the competition and some which were competing for the world finals 2019. Orion Racing and Horizon to name a few. And the rest included some of our city teams competing against us this year.

While it is easily acceptable that internet is the best way to make your brand public and known, the use of other old fashion methods shouldn't be disregarded.

Our team members, no doubt, had good contacts and more so in the city itself. We talked about our team and our idea of winning steadily everywhere we went, be it parties, get-togethers or just casual meetings and we made sure that everyone we talked to had got a clear idea of what F1 IN SCHOOLS was and how the competition worked and what we were into. By doing this we not only got the much needed support from our families but also recognition from other teams and people and due to us they too started taking interest in this competition.





One of the biggest problems we faced was the International Environment Olympiad organised by our school. Now as we all know any strategy needs time to be successfully executed, and due to the event we had on our hands, time was now a luxury.

Although due to the scarcity of time we weren't able to successfully accomplish some of our plans, we still took out the few hours we got in between or after the practices to reach to people and to spread the idea of F1 IN SCHOOLS. We also had on our hands the job of making other documents and submitting our designs but as we all had distributed the works equally, we managed to pull off our work.

TEAM INFERNO