



# ***Marketing & Digital Media Strategy***

# Marketing Strategy

The basic agenda behind our product is to convey the design specification which is our aero-dynamic model, Our basic focus is to convey the design specifications and the speed efficiency of our model. The marketing strategy involved in table display which creates JND (Just Noticeable Difference and of-course, our team name phoenix which depicts the three S (speed, strength and superiority). Our logo sticker which we are providing is also a part of our marketing strategy.

# Digital Media Strategy

We are not only a F1 in Schools team but also the ambassadors for the youth of India. To promote this and to encourage young students like us to follow us as an idol we organized multiple events that raise awareness about our team as a brand. Our team brainstormed different ideas to develop creative and effective activities to promote our team.

# Social Media

Our objective was to raise the platforms of the team's profile in public's eyes so one of the first things that we did before the Sub -Regional Finals was created a accounts on Facebook, Instagram, twitter and Google. This allowed us to quickly and easily gain support for the team as the page could be shared with all of our friends and family as well as throughout the local area. We knew that previous teams had used this as a key form of communication and promotion and had decided that it would be a useful place to start in our promotional efforts.

Similarly, other types of social media we used were Instagram and Twitter. These did not gain anywhere near as much followers as our Facebook, but did slightly improve the reach of our audience and also allowed us to connect with existing teams. Particularly on Twitter, we noticed that many teams communicate with each other publicly using social media and we felt that doing the same would not only be a good method of promotion, but also a way to research how other teams are doing and the way F1 in Schools works elsewhere.

Ideas for Further Areas of Sponsorship:

- Companies with youth/education programmes.
- Mobile phone companies.
- Local community.
- Companies involved in F1 and motor industry.