

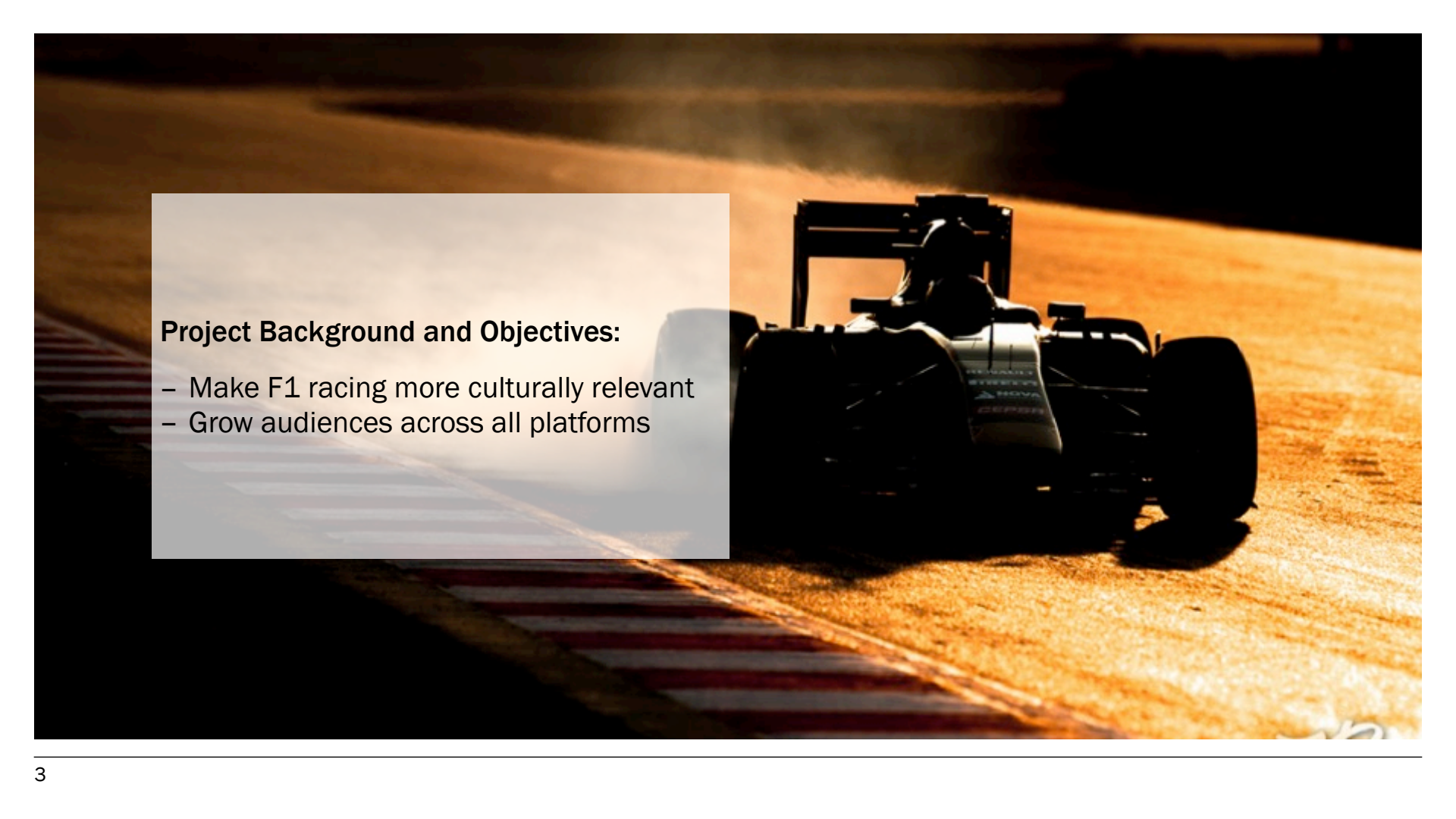


Flamingo

Digital Forensics

Digital Forensics x Formula One



A Formula 1 car is shown from a rear-three-quarter perspective, driving on a track during sunset. The car is dark-colored with white accents and is kicking up a large cloud of dust or dirt from the track surface. The background is a bright orange and yellow sky, and the track surface is visible in the foreground.

Project Background and Objectives:

- Make F1 racing more culturally relevant
- Grow audiences across all platforms

Brand Sharing



Formula 1 is present across four social media platforms and has strong followings on Facebook, Twitter, Instagram and YouTube



Facebook
3 million likes



Twitter
2.6 million followers



Instagram
2.2 million followers



YouTube
328k subscribers

45-50 mil active monthly audience
Average likes 9,120
Average shares 1,058

Average likes 1,230

#formula1 = 1,537,111
#formula12016 = 9,458
#formula1grandprix = 6,810

10,500,000 videos
Most liked video 2.3mil views

Currently the brand's social platforms appeal to a loyal, knowledgeable audience of car enthusiasts. Content is informative, highly technical, focused on the statistics of cars and drivers



News/Information

Twitter, Facebook, YouTube

-
- LIVE streaming trackside interviews
 - Short informative videos
 - Statistics of drivers and their vehicles
 - 'Facts' tweets



Machinery

Instagram

-
- Fetishizing the machine
 - 'Introductions' to new models
 - Technical insights
 - Few human images

A loyal, well-informed audience is responding to this style, and consumers engage in highly technical conversations in Facebook comments

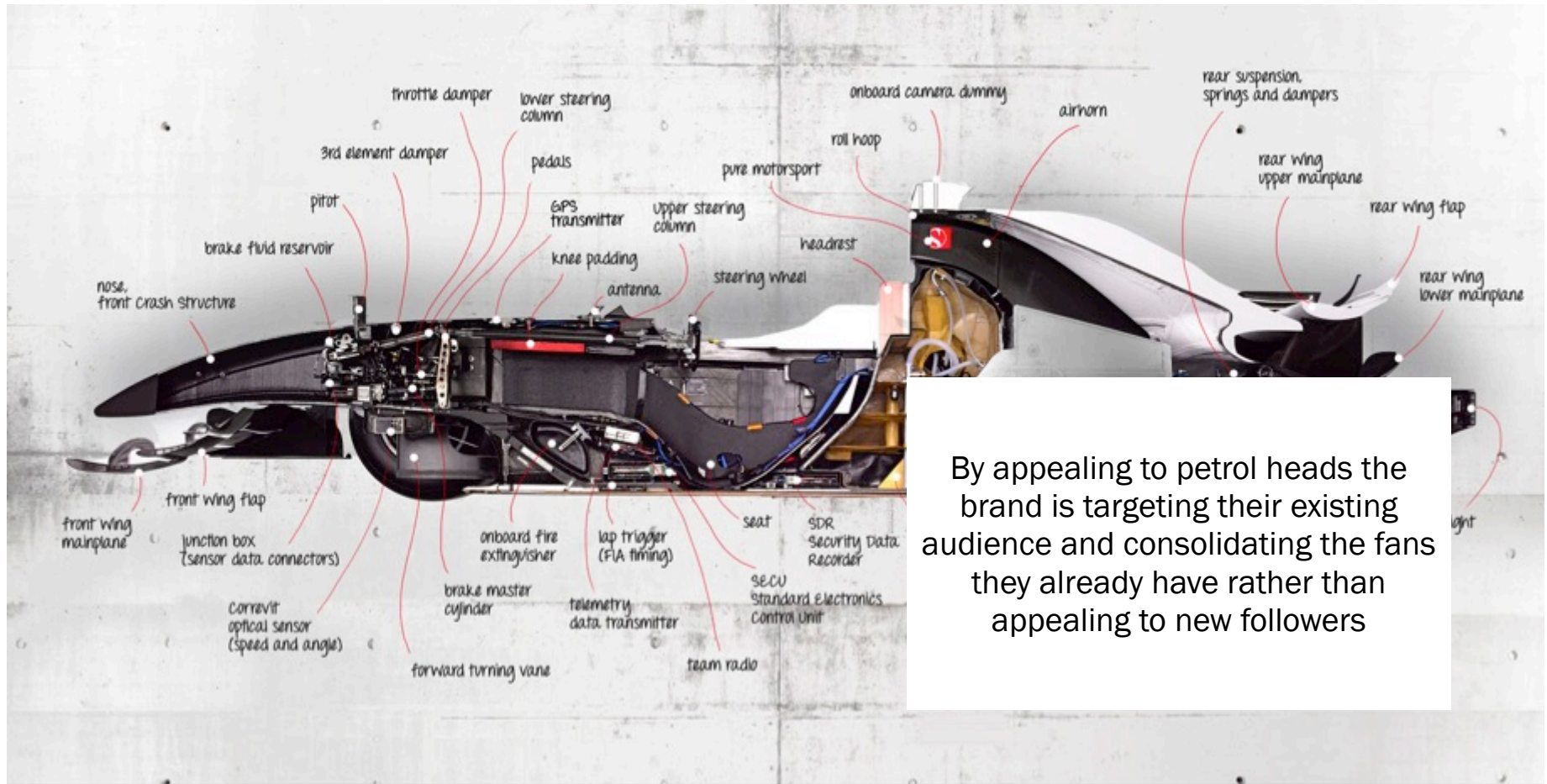


Strategy

Team Tactics

Driver Skills

Technical Details



By appealing to petrol heads the brand is targeting their existing audience and consolidating the fans they already have rather than appealing to new followers

The exclusivity and curated style of F1's social media platforms hinder consumer engagement – consumer content is not being featured, there is no response to fan comments and channels are so polished that their lack of authenticity discourages consumer reaction



Closed Community

-
- Little fan content
 - Consumers are not the priority
 - No replies or retweets, regrams



Polished

-
- Polished and highly curated
 - Stock imagery, magazine style shots, professional
 - News channels not conversation spaces

F1 are not exploiting the different nuances of each social media platform to maximise consumer engagement and create consumer communities



Facebook

Platform for information



Network for sharing, discussion
and exchange



Twitter

Knowledge and news



Real time updates, interaction and
hashtag communities



YouTube

Learning and education



Engaging entertainment



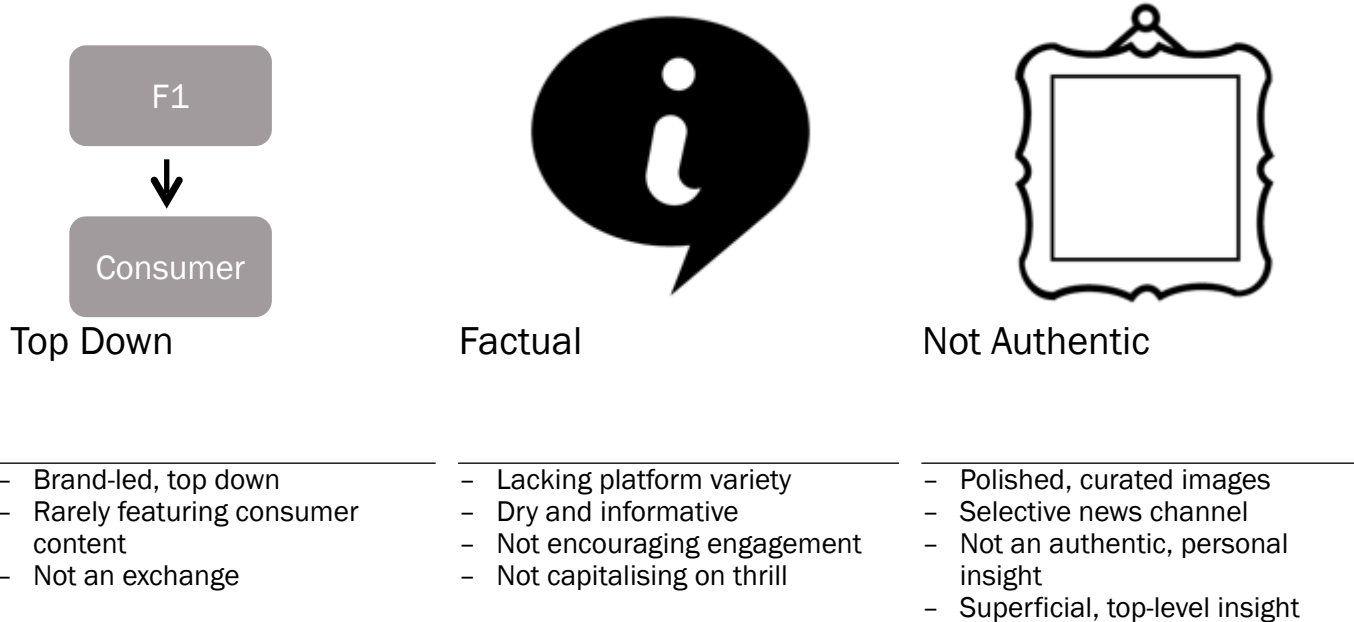
Instagram

Visuals and aesthetics



Authentic window on reality

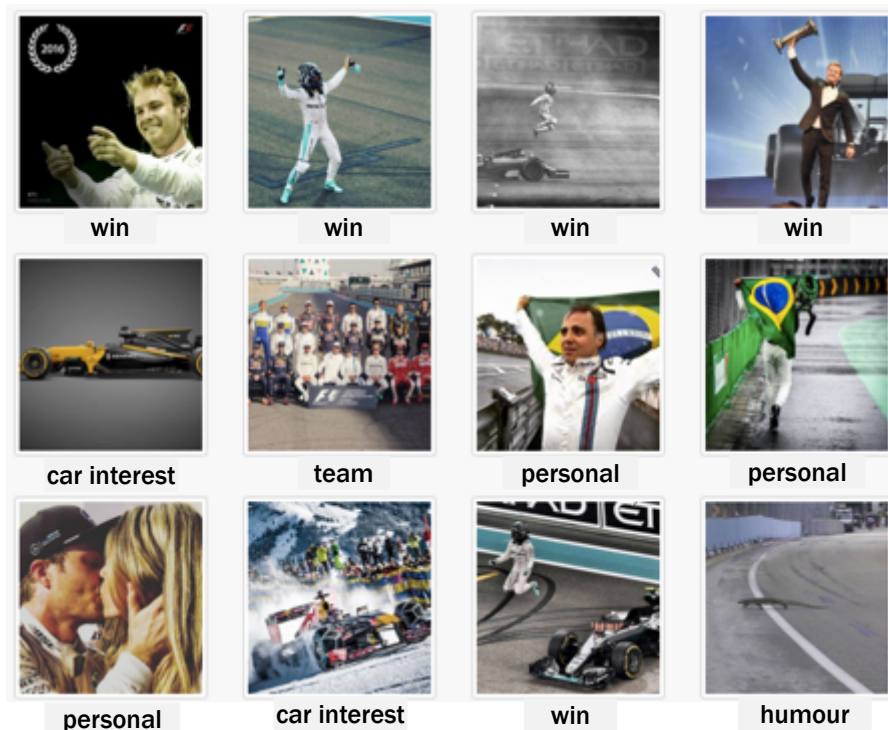
Currently F1's brand voice is overwhelmingly top-down, their social media feeds are very similar and are all factual and lacking in authenticity.



Consumer Sharing



The **human** side of F1 gains most traction amongst consumers, who engage with the drivers and their stories – their losses, wins and personal lives



The **top 4 most liked** posts on F1's Instagram page are all related to Nico Rosberg winning the 2016 World Championship and subsequently retiring

Total likes = 537,370

All 12 images = 1,274,045

💬 Congrats Nico 🎉🌟🌟🌟🌟

💬 Like a true Champion

💬 Bravo Nico Rosberg

This is why Red Bull Racing's Instagram is so successful – it allows consumers a way to relate to F1 by showing drivers' personalities, taking the cars into the real world and using comedic, authentic images to let fans past the barrier of the polished F1 exterior



Human

- Posts centred around key personalities Verstappen and Ricciardo
- Equal balance of man and machine



Contextualised

- Focus isn't on the isolated cars but the cars in context
- Taking F1 off the race track
- A sense of adventure, dynamic



Informal

- Casual language and emojis
- Short, humorous videos
- Light-hearted tone
- Relatable



Top 5 most
liked images
= 1,733,364



Top 5 most
liked images
= 637,202

In order to humanise the sport, F1 could consider exploiting Snapchat as a powerful tool to give fans a glimpse into the 'behind the scenes', authentic, human stories of F1



Lewis Hamilton



Sauber F1



McLaren



Red Bull



Renault Sport F1

Posts frequently

Rarely post

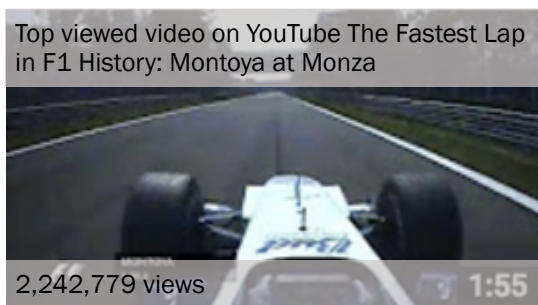
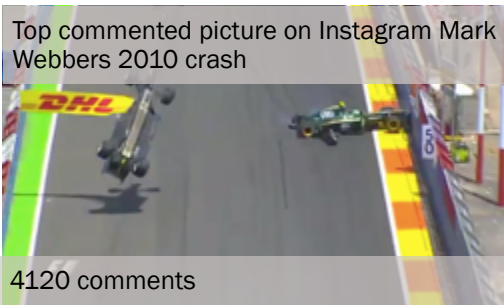


Area of Opportunity



Consumers are also reacting to the **sensationalism** of the sport, and some of the most engaging content for consumers is related to the speed of the vehicles and the inherent danger of F1 racing

Oooft!
Doesn't matter
how many
times you see
that, it's still
scary! 🤯



Damn. Now
this is Formula
One.

It was by
far, the most
exciting race
in years! GO
MAX GO!



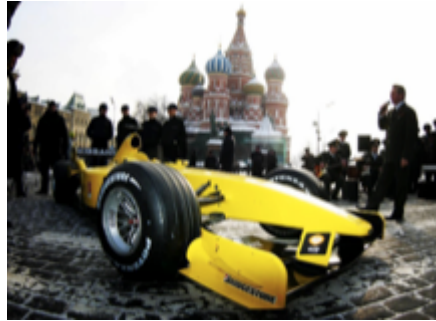
HOW DID HE
NOT CRASH???

F1 has the potential to grow its audience by humanising, contextualising and energising the sport, drawing attention to the drivers, the dangers they face and their world outside the racetrack



Humanise

-
- Refocus from cars to drivers
 - Attract consumers by drawing them in to personalities
 - Snapchat



Contextualise

-
- Show other sides of the brand outside the racetrack
 - Contextualise the cars and drivers (like Red Bull)



Energise

-
- Dial up dynamism
 - Emphasize the thrill
 - Replace static, race track photography