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Qatar Red Bull Rally Team	April 2013

Concept and ideas

Red Bull GmbH

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Regarding online communication tools for

Qatar Red Bull Rally Team

(website implementation, social media communication, online tools)

we present the following concept catalogue:

Overview

A new website for the "Qatar Red Bull Rally Team" is to be created. Currently communicated through the Motorsports/Rally section on the global Red Bull website, it is planned to additionally present the team on an individual microsite, containing both information on the team and rally events as well as offering online communication tools for media and fans.

Furthermore, the integration of social media sharing and community tools combined with interactive features (e.g. user online competitions) are intended to increase user activities on both website and the most important social media platforms.

A proposal for a respective "Qatar Red Bull Rally Team" mobile app, which offers the most important information of the website along with additional features made available through smart phone usage, is also outlined.
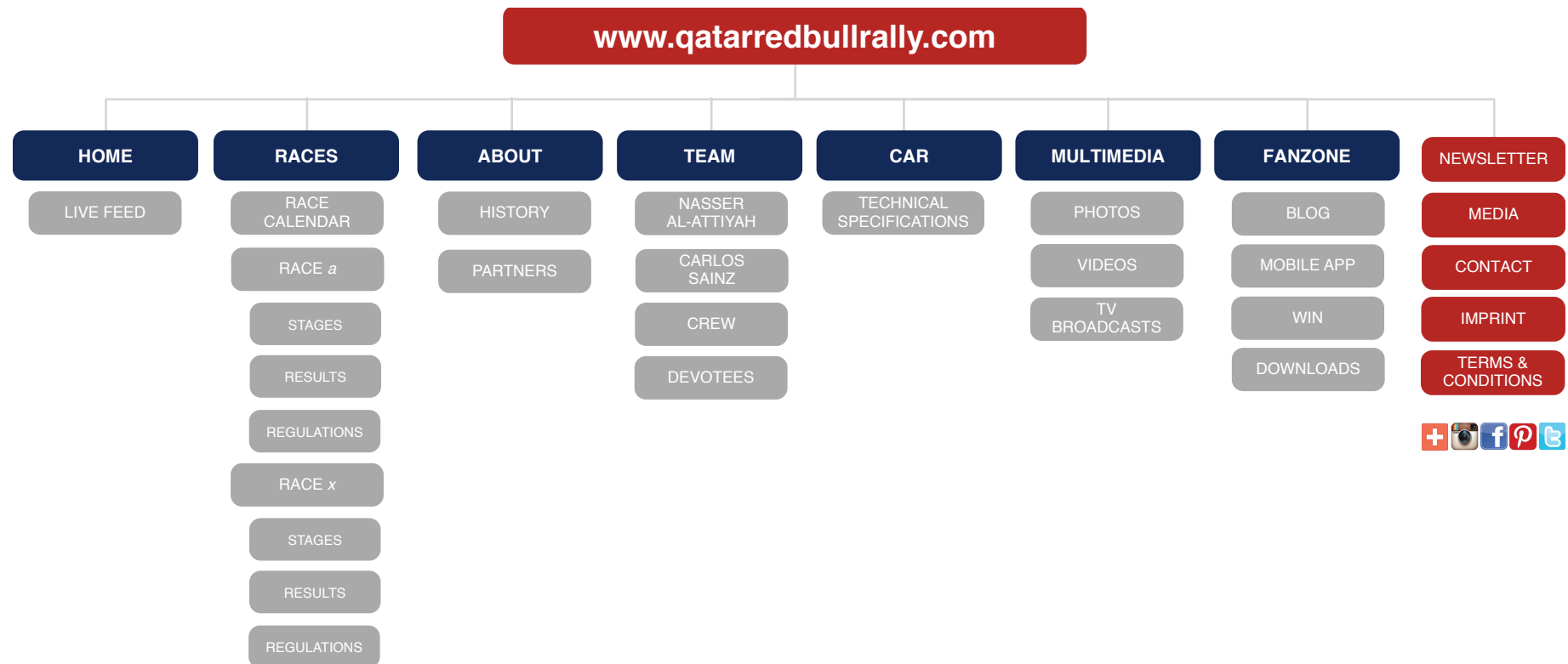
The following document contains concept ideas for website scope and content, suggestions with regards to online communication and social media strategies and describes practices of website implementation together with recommendations on milestones.

Additionally, an offer is attached in order to provide an overview on costs for all suggested website modules and further production efforts.

1. Website sitemap

The following sitemap contains an abstract of main menu items and sublevel menu items suggested for the implementation of the "Qatar Red Bull Rally Team" website. For further details on contents of the respective menu, please refer to the next chapter.

www.qatarredbullrally.com

HOME	RACES	ABOUT	TEAM	CAR	MULTIMEDIA	FANZONE	NEWSLETTER
LIVE FEED	RACE CALENDAR	HISTORY	NASSER AL-ATTIYAH	TECHNICAL SPECIFICATIONS	PHOTOS	BLOG	MEDIA
	RACE a	PARTNERS	CARLOS SAINZ		VIDEOS	MOBILE APP	CONTACT
	STAGES		CREW		TV BROADCASTS	WIN	IMPRINT
	RESULTS		DEVOTEES			DOWNLOADS	TERMS & CONDITIONS
	REGULATIONS						
	RACE x						
	STAGES						
	RESULTS						
	REGULATIONS						

2. Website content

This chapter provides detailed descriptions on each of the proposed website sections as depicted in the sitemap.

2.1. Home

The "Home" page features the most recent news within a newsfeed, showing a list of headlines, short summaries and thumbnails sorted by date. This feed conglomerates all media coverage in form of news and blog articles, image galleries, social media activities from the different channels, and web videos. By using one of various feed filters, website users are able to refine the newsfeed to their content of choice.

Additional information and interactive features will be placed in several teaser modules, positioned beside the newsfeed, in a separate column:

- **Countdown teaser**
  A countdown informs fans about the remaining time to upcoming rally events (e.g. start of Dakar rally, race starts of individual stages...). Additionally, the teaser offers a link to the respective event detail page and a short info about the destination (country, city) and current weather conditions. During the races, this teaser may also contain a link to either a live stream or live feed page, if available.

- **Current "team status" teaser**
  A teaser module that contains different values through bar graphs, giving an insight of the current team mood. Individual values for "energy", "stress factor", "motivation", "crew weariness" or more can be used to visualize the current overall mood of both pilots and crew.

  One of about 4-5 photo collages (clean car/muddy car, smiling pilot/fierce pilot, sunny or rainy background...) is shown in the background of this teaser. The placed motive depends either on the outcome of last night's preparations, recent race results, current weather conditions and the period of time mechanics spent on the car the night before.

  Also, users are encouraged to share the current team mood on their social media profiles through an integrated sharing button and to participate in posting "motivational messages and/or photos" to cheer the pilots up on stressful days and to show their enthusiasm and commitment to the team by leaving personal comments on their posts.

- **Team teaser**

  A slideshow teaser shows the most basic information of both pilots and co-pilots next to their profile images. Each team member is linked to their respective profile page, which holds more detailed information including career highlights, personal information, news and blog entries and more.

- **Results teaser**

  After each race event or stage, the most recent results summary can be shown within a dedicated teaser module. Fans may click on the teaser in order to get a more detailed results listing and current overall standings.

- **Other teasers**

  Furthermore, teasers will also be available for "newsletter registration", "social media shoutboxes" showing the latest entries from the "Qatar Red Bull Rally Team" pages (e.g. Facebook, Twitter, Instagram) and "mobile app" download links.

All mentioned teasers may also be placed on other subpages of the website.

2.1.1 Live feed

During the races, this subsection will show any available live or "nearly live" information. Contents of this page are automatically loaded from both social media portals (e.g. Twitter, Instagram...) and external websites, if permitted (e.g. www.dakar.com).

We suggest that crew and spokesperson post a few messages and/or images on this section during the live events in order to motivate website users to show their support by sharing both personal posts and links to the website on their social media profile pages.

2.2. Races

Within this website section, we will provide detailed information on all racing events. The overview page gathers contents from all subpages of this section, showing summaries and several teaser modules for the following:

2.2.1 Race calendar

This overview page gives an outlook for upcoming races where the "Qatar Red Bull Rally Team" is participating. Each race is linked to a detail page containing more information around the respective event that is also presented within a separate subsection:

2.2.2 Race *a-x*

For every race event (e.g. "The Sealine Cross-Country Rally", "The Dakar Rally"), an individual subsection is created, containing information about stages, results, regulations and - if available - even more.

The overview page provides an individual newsfeed similar to the one of the home page, but listing only news items dealing with the particular race.

Some of the already established teaser modules are shown (countdown teaser, results teaser) also adapted to the respective race event. An additional teaser module lists all race stages along with start dates and short info for each stage, linking to a detail page.

2.2.2 Stages

A list containing detailed information on the rally route is presented on this page. Accurate facts on distances, routes and road/soil types are being shown along with a charted map pointing out checkpoints, special stages and starting and finishing destinations.

Past stages will be supplied with the winner's name and also receive a link to a detailed results page.

2.2.3 Results

The results page provides detailed statistics of all racing outcomes including separate stage results, current standings and, if available, team stats.

2.2.4 Regulations

Regulations specific to the rally events can be found within this section; furthermore, regulations can be added in downloadable form for media staff and fans.

2.2.5 Other content

After a rally event, the section may be improved with an archive section, holding special content that has been used during the events, such as user competition outcomes, individual car specifications, individual sponsors, blog entries around the event and so on.

2.3. About

The "About" section of the website will offer background information about the "Qatar Red Bull Rally Team" – the landing page offers an overview of the team philosophy and introduces the most important facts about pilots, crew and car. More detailed information can be found within its subsections:

2.3.1 History

Within this section, fans are provided with detailed information on the history of the "Qatar Red Bull Rally Team". Summaries of past rally event participations and their outcome, brief information on the development of the team, and the pilots' history can be found on this page.

2.3.2 Partners

All the individual partners and sponsors of the team are presented on the "Partners" section. The content for each partner include their logo, a brief text description, as well as links to their respective websites.

2.4. Team

The "Team" section of the website offers detailed information about the individual team members. An overview page shows profile pictures of pilots, the co-pilots and the most important staff members (e.g. team manager, chief car designer...). These profile pictures lead to their respective detail pages.

2.4.1 Team member detail pages

The pilot detail pages contain information about past results and a personal factsheet (hobbies, talents, philosophy...) of each team member. Pilots are presented on individual detail pages along with additional information about their co-pilots.

The detail page comprises profile and action photo shots, info boxes with personal facts, social media shoutboxes (if available) linked to their individual Twitter, Facebook, and/or Instagram accounts, accordant and pre-filtered news and blog feed, as well as links to their respective websites.

Additionally, each pilot detail page provides racing summaries and highlights of the driver's results from past and recent rally events.

2.4.2 Crew

The most important staff and crewmembers are equally presented on individual detail pages containing a personal factsheet, past and present highlights through brief texts summaries, photo material and elaborate job descriptions. Furthermore blog entries from crewmembers may be shown in an individual feed module, and of course links to their websites and social media pages, if available.

2.4.3 Devotees

This section of the website honours all the fans of the "Qatar Red Bull Rally Team" and is especially devoted to them.

By embedding all of the social media channels and blog pages, fans are invited to participate and engage themselves – this way, interactions are increased, fan loyalty is boosted further; fans feel they are taking part in their favourite racing events.

The page itself will show the latest fan postings from all team-related social media pages and a wall of "devotees profile pictures", linking to their social media accounts.

2.5. Car

As one of the most important components of the "Qatar Red Bull Rally Team" success, the car will be presented in this section offering interesting facts and an interactive 3D model that allow users to rotate by 360 degrees and zoom to car details.

It will therefor be possible to get more detailed technical specifications for engine, gearbox, tyres, chassis, brakes and more by zooming them in and reading through the appearing tooltips containing some additional interesting hard facts or brief anecdotes from the technical crew.

Also, a selection of image galleries and web videos showing the car in action will be offered here.

2.5.1 Technical specifications

This page lays its focus on the car's technical details and specifications presented through a very accurate technical overview showing as many detail facts as possible.

2.6. Multimedia

On the "Multimedia" pages, the best image galleries and web video are made available for fans. This section is broken into three subsections:

2.6.1 Photos

All image galleries from the current and past seasons are collected on this page within showing a gallery feed ordered by date. For each race, race stages and other significant events, a separate gallery is posted holding around 10-20 images. The gallery feed will show a list of all available posts by title, thumbnails and a link to the respective detail page where all images may be viewed in detail and additional information will be provided, if available (copyrights, photographer, short image description).

2.6.2 Videos

Similar to the "Photos" section, all videos about the team can be found in here. A video feed summarizes the video posts via title, thumbnail, short description and link to a detail page where the full video may be watched.

2.6.3 TV Broadcasts

Within this section, fans are able to find an overview of all the planned and scheduled broadcasts that will take place during a season. If available detailed broadcasting times and weblinks can be listed next to the channel overview.

2.7. Fanzone

This section features exclusive information for fans, downloadable files and user competition events aimed for increasing social media engagement and gaining new fans for the team.

2.7.1 Blog

The official "Qatar Red Bull Rally Team" blog ideally contains new blog entries from pilots, co-pilots and individual crewmembers on a regular basis. Offering fans an exclusive insight behind the scenes through short anecdotes and personal messages along with sharing and comment functions will increase user engagement.

Additionally, these blog entries may be used on the team's social media platforms. A short message including a link to the respective blog entry will draw more visitors to the website.

2.7.2 Mobile App

We strongly suggest to offer fans a mobile app version of the website, containing the most important information of the website along with additional features made available through smart phone usage (e.g. reminder messages for race starts). More details on the mobile app can be found in the next chapter of this document.

2.7.3 Win

This section will present competitions that are suggested to be held on a regular basis throughout the rally season. Website competitions are generally a very efficient way to engage users in social media activities and help building up a long-term online fan base if the participants' creativity is stimulated and current social media strategies are applied. It is not necessarily essential to attract users through raffles or exclusive prizes, but to appeal to the fans by making them part of the team and suggest them to be significant supporters of the pilots and crew during the energy sapping rally events. Instead of expensive prizes, competition winners will be rewarded with personal appreciation messages from the team and/or personal fame through online presence on the team's website and social media pages.

A few suggestions in regards to competitions that may be held on a regular basis:

- **Competitions during the rally events, "Fan of the day"**

  For each stage of a rally, a different social media platform will be chosen for a simple, but creative task. A few examples: "Post your personal cheer to the team on our twitter channel!", "Upload a photo of you showing how much a rally fan you are on Instagram and add the hashtag #qatarredbullrallycompetition !", "Send us your 10 second video message on our Facebook page explaining what you do to support our team!".

Entries for the competition are limited to a few days and then judged by a jury (crew, agency, content manager). The "Fan of the day" will be presented on the website and eventually receive a personal message from one of the pilots or crewmembers.

- **"Devotees: best quotes"**

    In this competition users are asked to post a personal message on Twitter, explaining their reason for being fans of the "Qatar Red Bull Rally Team". The best quotes will end up in the "Devotees" section of the website, including a portrait photo of each competition winner.

- **Best fan of the rally**

    Fans, that are actually visitors of the race and on event site may post their best photo shots of the "Qatar Red Bull Rally Team" on the website. The best photo will be used in the website layout (e.g. header image) and presented as "Best fan of the rally" on the website and all social media pages.

2.7.4 Downloads

This section provides fans with downloadable goodies, such as autographed cards from the team members and crew, desktop and mobile wallpapers, or detailed results from past and recent races.

Additionally, the mobile app will be presented within a separate subsection, including a description of the most important features of the app and the respective download links for both the iOS and Android versions.

Even papercraft models of the car (see http://bit.ly/17fve99 for an example) may be produced and offered for download. Fans may download the PDF file, print them out and craft their own personal model of the rally car. The artwork for the papercraft model can be drawn based on the 3D model used in the interactive feature from the "Car" section.

2.8. Metanavigation

The metanavigation contains links to further website sections. These links are either placed in a secondary navigation menu on the top, at the bottom navigation bar or made available through teaser modules:

- **Newsletter**

    The official "Qatar Red Bull Rally Team" newsletter service may be subscribed through this link. For implementation on the website, the currently used newsletter system will be integrated, but adapted to the website layout.

- **Media**

    The media page offers all necessary media and press contact information as well as downloadable files (e.g. press releases) and links to Red Bull Content Pool.

- **Contact**

    A standard contact form for both fans and press is offered, including a "captcha" module for preventing spam messages. Additionally, a link to the FAQ section is placed, containing answers to the most common questions in order to reduce the number of overall user inquiries.

- **Imprint**

    The imprint information (see http://bit.ly/11As3VS for an example page) about the website is shown on this page.

- **Terms & Conditions**

    A page containing the terms and conditions is offered for legal purposes (see http://win.gs/14M0MWo for an example page).

- **Social media embedding**

    Already existing and newly generated social media pages for the "Qatar Red Bull Rally Team" are listed and linked in the footer section of the next to their respective icons. We suggest to use the following platforms for a worldwide coverage of the most important social media sites:

    - Facebook (already existing: http://on.fb.me/14M2yHf)
    - Instagram (suggestion: http://instagram.com/qatarredbullrally)
    - Twitter (suggestion: http://twitter.com/qatarredbullrally)
    - Pinterest (suggestion: http://pinterest.com/qatarredbullrally)
    - Google+ (suggestion: http://gplus.to/qatarredbullrally)

    In addition to the official social media channels, we will integrate social media sharing functionalities within several website modules and sections.

3. Mobile app sitemap

The following sitemap contains an abstract of main menu items and sublevel menu items suggested for the implementation of the "Qatar Red Bull Rally Team" mobile app.
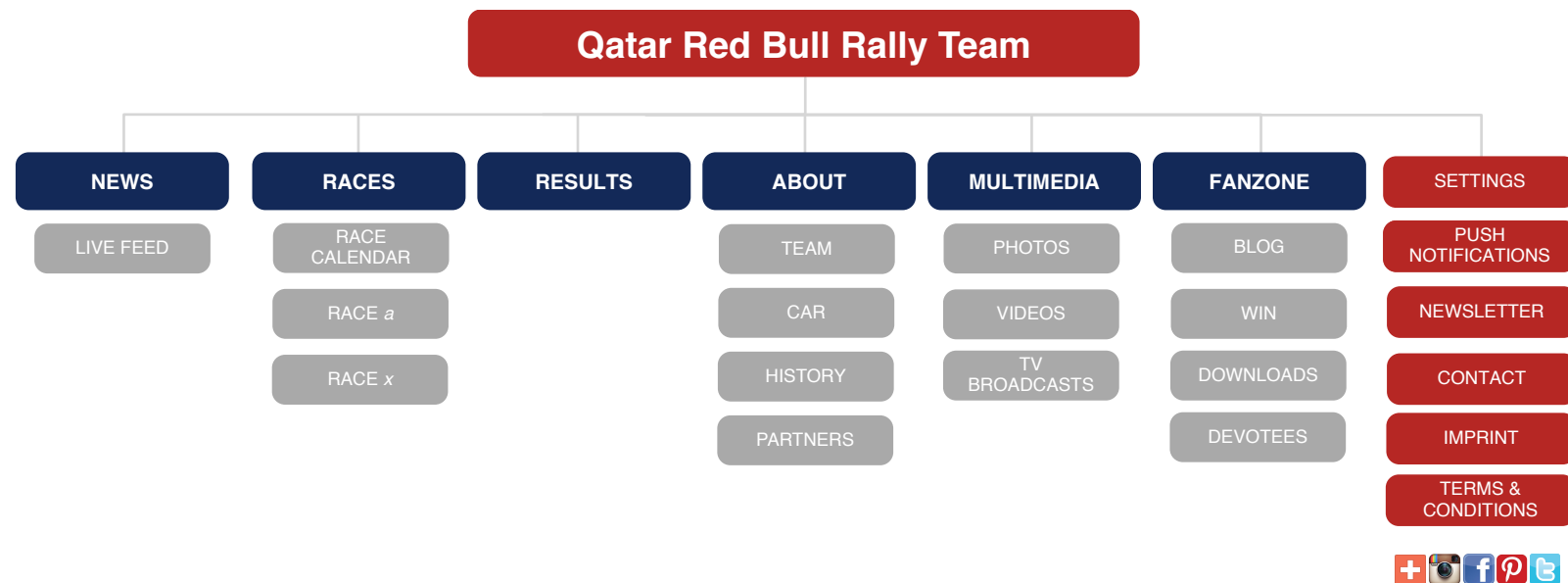
4. Mobile app content and features

The mobile app contains the most important content from the website. The content format is adjusted for tablet and mobile app usage - other than that texts, photo and video content will generally be almost identical to the website content, but shortened drastically. On average, mobile users do prefer news content (and live content especially) compared to long, basic texts. Therefore, some basic content will be offered in compressed form but nevertheless arranged with links to the respective pages on the website, which will also be made accessible in full extent through a responsive webdesign.

Additionally, the mobile app offers special features especially for mobile users, that are not available on the website:

4.1. Push notifications

App users may set reminders for certain race events, resolving in push notifications that will pop up on mobile phones and tablets. The possibilities regarding the notification content are very diverse. Users can choose to be informed for the following event triggers:

- race starts or ends
- new results are online
- new news or blog articles are online
- live comments during races

Even a livestream or announcements of competition winners may be promoted through push notifications.

4.2. Interfaces to other mobile features

Besides push notifications, other smart phone functionalities may be supported. The race calendar, for example, will offer location tag links leading to Google or Apple Maps and therefore offering directions to the event sites. Also, participating in competitions will be made easier by directly supporting existing technical interfaces to Facebook, Instagram and other social media apps. It will therefore be possible to enter competition posts directly through the mobile app, which will come in handy for photo or video competitions, or social media posts in general.

5. Content management and website maintenance

Content maintenance will be available through our new content management system, which is specifically adjusted to the current Red Bull framework. The integration of server-side modules and interfaces to all major Red Bull content sources (such as the Red Bull Content Pool) will make website editing even faster and easier than before.

A sync feature will publish new content simultaneously to both website and mobile app and also allow sharing links to articles, photo galleries or other website content to the "Qatar Red Bull Rally Team" social media sites.

The CMS also offers semi-automatic search engine optimization features. Keywords and short descriptions for each article, photo or video file, blog entry and pages itself may be entered, edited or deleted and will be announced automatically to every relevant search engine. Filling in keywords and content tags will also allow a full text search on the website including "related content" boxes for news, blog and multimedia detail pages.

We are currently working on the content management system to its full extent, in close collaboration with Red Bull Media House; a final version will be available in time for the website online deployment.

5.1. Website statistics

A solid user-tracking concept is the basis for measuring both general communication efficiency and accomplishments in regard to user-experience improvements.

Google analytics will be integrated into the website and mobile app as a statistics module. If needed, predefined conversion goals may be configured and project-based reports including statistic analysis along with optimization suggestions - may be provided on a regular basis. These reports may help increasing website traffic, usability, and website quality in general.

6. Project management and timelines

A project team consisting of main and secondary contact person will guide you through all phases of the project implementation:

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6.1. Timelines and milestones

Based on the complete implementation of all website modules described in this document – including design, programming, project management, and technical support - we propose the following timelines. Since it is anticipated that the completion of the project will altogether take about 18-20 weeks, we advise to implement the project in two phases:

6.1.1 Basic website

In order to get a first working version online as soon as possible, we suggest to first establish a basic website, containing the following website sections:

- "Home" incl. newsfeed and teasers
- "Races" incl. "Race Calendar"
- "About"
- "Team" excl. "Devotees"
- "Car" (basic version excl. 3D Model and interactive features)
- "Multimedia"
- "Fanzone" excl. "Mobile App" and "Win"
- "Metanavigation"
- First version of CMS

The following milestones are suggested:

- Feedback regarding concept and final website scope: *until May 3rd*
- Kickoff including approval for final offer: *until May 17th*
- Delivery of first layouts and design templates: *until May 31th*
- Programming of basic website incl. CMS until: *until June 21st*
- Online deployment: *until June 28th*

6.1.2 Full website and mobile app

Website maintenance and the production of all other content areas of the website will beginn right after the online deployment of the basic website:

- "Live feed" functionality, if possible
- "Devotees" incl. social media concept
- "3D Car integration"
- First online competitions for "Win" incl. social media
- Integration of all social media platforms
- Development of mobile app
- Full development of CMS

The following milestones are suggested:

- Detail concept and layouts for website and social media: *until June 28th*
- Feedback and approval: *until July 12th*
- Layouts for mobile app: *until July 12th*
- Programming and online deployment mobile app: *until August 19th*
- Complete website online deployment incl. social media: *until August 19th*

6.2. Next steps

After receiving your feedback regarding our proposal, the concept at hand and the associated offer will be updated accordingly. Phase 1 will begin as stated above after the final approval.