

# FORMULA 1

UNCOVERING AN UNTOUCHED MARKET



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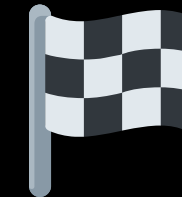
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# 1. MISSION & VISION



ADDRESSING THE BRAND  
AS A WHOLE

# 2. SWOT ANALYSIS



THE F1 BRAND  
ASSESSMENT

# 3. STP



GET A GLIMPSE INTO  
THE HOW

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UNDERSTAND HOW WE'RE  
THINKING

# 5. EVALUATION



LOOK INTO OUR  
SUMMARY

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# FORMULA ONE IS...

the most prestigious international open-wheel, single-seat automobile racing competition and brand in the world.

## MISSION & VISION

“To deliver the world’s greatest sports and entertainment spectacle, with innovation, inclusivity, and sustainability at the heart of our future growth and value.”

## BRAND VALUES

- LUXURY
- SPEED
- HIGH PERFORMANCE
- GLOBAL APPEAL TO **DIVERSE** AUDIENCES





# SWOT ANALYSIS

## THE F1 STRENGTHS



### DEMOGRAPHICS

- Formula One's has a strong global brand presence in Europe and has been trying to expand into North America
- Formula One is a company with a loyal, growing younger and newer fanbase
- Attendance at various race events has also been steadily increasing



### TECHNOLOGICAL STRATEGY

- "Drive to survive" series about the perspective of the races from drivers, workers, and CEOs. Allowing it to be more humanized and draw emotion from the viewer.
- Utilizing social media strategies to their advantage on Instagram, Facebook, and Twitter to their advantage.



### INNOVATION & SUSTAINABILITY

- F1 has strengthened its relations with major tech and automotive companies.
- Sustainability and CSR efforts
- Striving to be more eco-friendly since they released its own extensive sustainability report, pledging to be net zero carbon by 2030





# SWOT ANALYSIS

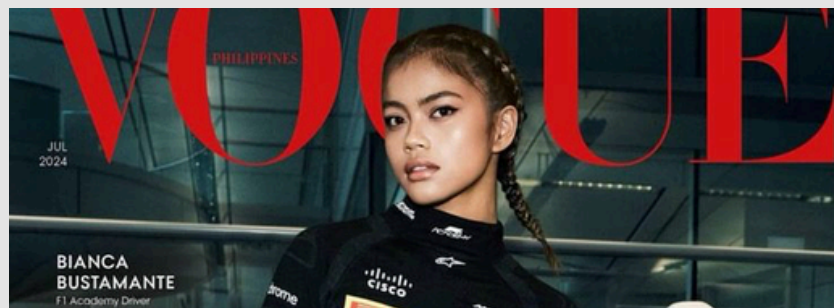
## THE F1 WEAKNESSES

### DEMOGRAPHICS

-Majority of female fans do not feel represented in Formula 1

-Discriminatory and sexist comments occurred during the Austrian Grand Prix but F1's response with the campaign "Drive it out" did not follow-up on the campaign making women disappointed

- Visibility is lower in North America



### SOCIAL AND CULTURAL

-F1's sport culture still creates a space for online hate speech with fans, players and officials subject to racist, sexist and homophobic abuse via social media platforms.



### ECONOMICS

-High operating costs and financial barriers, which in turn significantly limit accessibility and competitiveness.

-Running a team requires hundreds of millions of dollars annually, making it nearly impossible for smaller teams to compete with well-funded giants like Mercedes and Red Bull. That means predictable race outcomes and increased visibility amongst only a few teams.



# SWOT ANALYSIS

## THE F1 OPPORTUNITIES AND THREATS

### OPPORTUNITIES

- Engage more women and create **a safe space** for underrepresented groups
- Research has shown that “the majority of female fans would be willing to spend over 400 euros on Formula 1 should they improve their female fan engagement” (Molenaar, 2023).
- Increase our visibility in North America.

### THREATS: **OUR OPPS**





# STP BREAKDOWN



segmentation

## Segment 1-The “Young Digis”

**Demographics:** U.S. Gen Z and Millennials.

-Engaged via social media (Instagram, TikTok, Twitter).

**Psychographics:** Value emotional connection with drivers and behind-the-scenes storytelling.

## Segment 2-”The Female Motorsport Enthusiast”

**Demographics:** U.S. Women who are loyal F1 fans but feel underrepresented.

**Psychographics:** Interested in more inclusive marketing, female role models, and product offerings.



targeting

Concentrated Targeting Strategy

-reaching one generalized target market



positioning

-an inclusive and representative sports brand (addressing the lack of female representation and outdated gender norms)

-not just about the experience, but for a cause and encouragement of a strong uplifting community



# THE MARKETING MIX

We believe Formula One would strongly benefit from a collaboration with the athleisure wear company **Lululemon** by introducing a **product line of Formula One inspired athletic merchandise**. Something not done by our competitors.



Although Formula One is owned by Liberty media which is based in Colorado, the real heart of the company is in Europe.

Because of this, Formula one is taking the opportunity to shift its focus into the American market. Lululemon is a company with a strong brand presence in America, specifically appealing to American women, a demographic that F1 is striving to market to.



# PRODUCT LINE

- Collab T-shirts  
\$78–\$98
- Co-branded Joggers  
\$128–\$158
- Technical Hoodies  
\$148–\$188
- F1-Inspired Leggings  
\$118–\$148
- Lightweight Jackets  
\$228–\$298
- Race-Edition Accessories  
\$48–\$118

## mockups



# PRICE

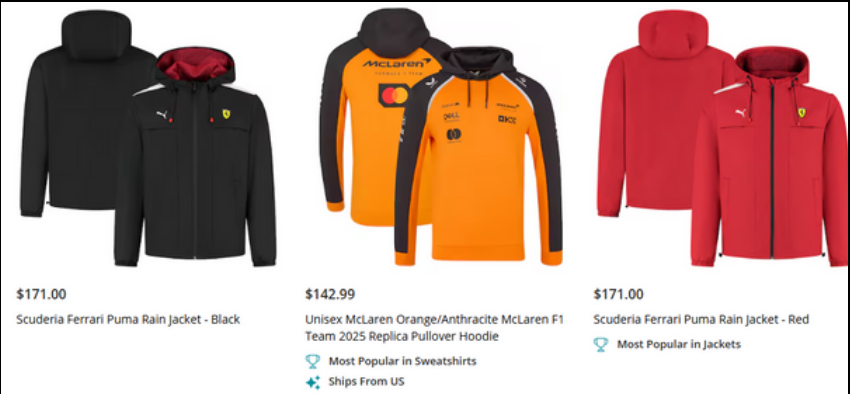
Pricing &Product models based off current most popular lululemon designs.

Define Jacket and align leggings are among the current bestselling designs.

F1 & Lululemon are both premium brands. Consumers are paying not just for the product, but for performance, exclusivity, and brand status.

Product line pricing giving consumers price options within a product category to choose items according to budget.

## evidence for pricing



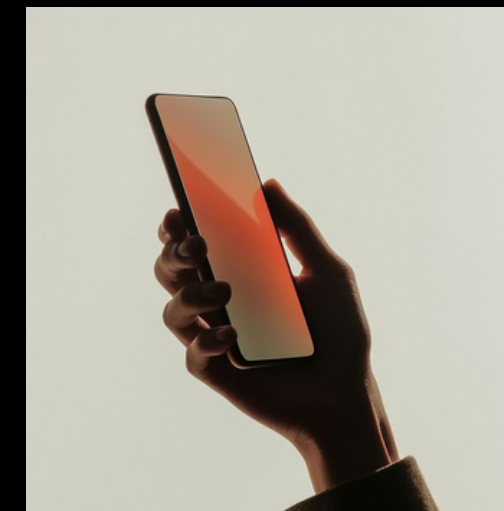
## PLACE

- Lululemon Flagship stores and select high traffic locations.
- Limited-edition drops available in major cities like New York & Los Angeles
- Online via Lululemon.com & Formula1.com
- Pop-Up Shops at Grand Prix Events
- Temporary retail experiences at F1 races (e.g., Monaco, Austin, Singapore) to reach fans on-site.



## PROMOTION

- Influencer & Athlete Partnerships
- Collaborate with F1 drivers (e.g., Lewis Hamilton, known for fashion) and Lululemon ambassadors.
- Social media content highlighting use in training and lifestyle.
- Video content showing the design process, emphasizing high quality performance materials inspired by racing
- Behind-the-scenes looks at athlete training routines in the gear.





# Evaluation

## QUALITATIVE DATA

**Lifestyle alignment:** The collab successfully fused “F1’s elite speed and innovation” with “Lululemon’s wellness-driven identity.”

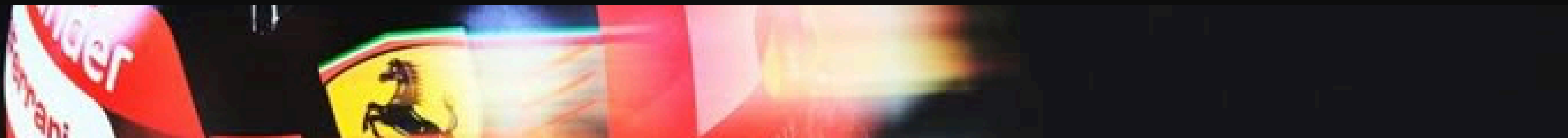
**Social Media Analysis:** Monitored online conversations and social media interactions -we changed an attitude from a negative viewpoint to a positive one. Customers not only loved the product, but loved the messaging behind it!

## QUANTITATIVE DATA HIGHLIGHTS (KPI'S)

**-Able to generate \$6M—  
\$70 M in- person sales.**

**-Limited-Edition Product Sell-Through Rate:**  
92% of inventory sold within the first 10 days of launch

**-New F1 Female Follower Increase (US Market):**  
+30% growth in female social media followers aged 18–34



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