

# AUDI FORMULA 1

## CHALLENGE

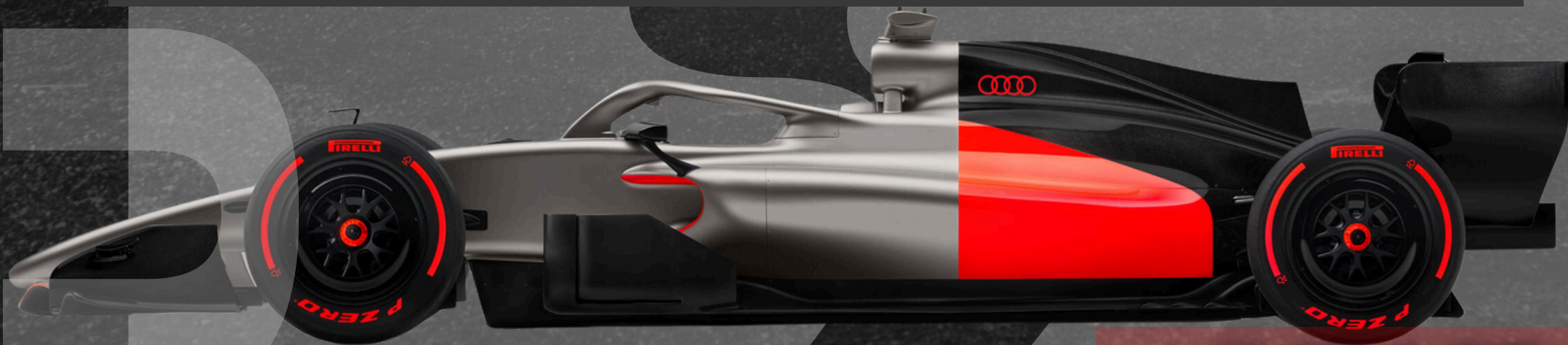
AUDI WILL ENTER FORMULA 1 IN 2026, BUT UNLIKE ESTABLISHED TEAMS, IT CURRENTLY LACKS A BUILT-IN FANBASE WITHIN THE SPORT. WITH FORMULA 1'S U.S. AUDIENCE GROWING RAPIDLY, AUDI HAS AN OPPORTUNITY TO INTRODUCE THE TEAM TO A NEW GENERATION OF FANS BEFORE ITS FIRST RACE.

## INSIGHT

GEN Z FANS ENGAGE WITH SPORTS THROUGH ACCESS AND STORYTELLING, NOT JUST RACE RESULTS. BEHIND-THE-SCENES CONTENT AND PERSONALITY-DRIVEN NARRATIVES CREATE EMOTIONAL INVESTMENT LONG BEFORE COMPETITION BEGINS.

## IDEA: THE FIRST LAP

A DIGITAL STORYTELLING CAMPAIGN DOCUMENTING AUDI'S JOURNEY INTO FORMULA 1. BY GIVING FANS UNPRECEDENTED ACCESS TO THE PROCESS OF BUILDING THE TEAM, DEVELOPING THE CAR, AND SHAPING ITS CULTURE, AUDI TURNS ITS DEBUT INTO A STORY FANS CAN FOLLOW IN REAL TIME.



## KEY ACTIVATIONS

### BUILDING THE GRID (CONTENT SERIES)

- SHORT-FORM VIDEO EPISODES DOCUMENTING THE CREATION OF THE TEAM AND CAR.

### CREATOR PARTNERSHIPS

- COLLABORATIONS WITH MOTORSPORT AND AUTOMOTIVE CREATORS WHO VISIT AUDI'S FACTORY AND DOCUMENT THE JOURNEY.

### FAN POP-UPS

- INTERACTIVE AUDI F1 EXPERIENCES IN MIAMI, AUSTIN, AND LOS ANGELES.

### SOCIAL ENGAGEMENT

- FAN VOTING, Q&AS WITH ENGINEERS, AND BEHIND-THE-SCENES CONTENT ACROSS INSTAGRAM, TIKTOK, AND YOUTUBE.

## IMPACT

- BUILD EARLY EXCITEMENT FOR AUDI'S FORMULA 1 DEBUT
- GROW A GEN Z FAN COMMUNITY IN THE U.S.
- POSITION AUDI AS THE MOST ACCESSIBLE AND INNOVATIVE NEW TEAM ON THE GRID

