



20/06/2024

# REPORT

**On The Racing Line: Pole Positions and Podium Ambitions**



## AUDIENCE

### Demographics

United Kingdom, Age 18 to 75

### Custom Screening

Which of the following sports do you watch/follow?

**Qualified:** Formula 1

**Unqualified:** Rugby, Cricket, Football, None of the above



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## OBJECTIVE

To delve into the understanding and perception of Formula 1 among the UK public aged 18-75, identify the elements that drive their engagement and interest, discern their preferences for drivers and circuits, examine their off-track engagement methods such as social media, and comprehend the impact of brand associations on their choices, support for teams, and overall interaction with Formula 1.

## BURNING QUESTION

How does brand association influence your support for teams and overall interaction with Formula 1?



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## CHAT GUIDE

1. What other hobbies or interests do you have besides watching Formula 1?
2. Do you follow any specific Formula 1 team or driver?
3. Can you share why you support this particular team or driver?
4. Do you have a favorite circuit, and if so, why is it your favorite?
5. What elements of Formula 1 do you find most engaging or interesting?
6. Do you engage with Formula 1 content outside of watching the races, such as on social media or forums?
7. What kind of Formula 1 content do you usually interact with on social media?
8. What is your opinion on the brand associations in Formula 1?
9. How does the association of a brand with a Formula 1 team influence your perception of that team?
10. Could you name me a team sponsor that you particularly like or stands out?
11. Do you think the brand associations influence your overall interaction with Formula 1?
12. If a Formula 1 team were a person, how would you describe its relationship with its associated brands?
13. On a scale of 1-10, how much does brand association influence your support for a Formula 1 team?
14. Do you believe that a brand's values align with the team they sponsor in Formula 1?
15. How does a brand's reputation impact your support for a Formula 1 team?
16. Has a brand association ever changed your perception or support of a Formula 1 team?
17. How do you feel when your favourite Formula 1 team collaborates with a brand you don't like?
18. Imagine you're a brand manager for a Formula 1 team, how would you leverage your brand to engage more fans?
19. Looking back at our discussion, what would you say is the biggest influence on your engagement with Formula 1?



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## AI SUMMARY

Brand association plays a significant role in shaping the support and interaction of UK Formula 1 fans with the sport and its teams. Fans express a strong connection between their support for teams and the brands associated with them. Positive brand ethics and values are crucial to fans, with many stating that they would reconsider their support if a team were associated with a brand they perceive as unethical or with poor values. Brands like Red Bull and Oracle are mentioned favorably for their positive image and alignment with the sport's values. Fans appreciate when brands contribute to the sport's growth and engage with the community, such as through charity work. The reputation of a brand can influence fans' purchasing decisions, with some fans more likely to buy products from brands that sponsor their favorite teams. However, there are also fans who are indifferent to brand associations, focusing solely on the drivers and the racing itself. Overall, while brand association is not the sole factor in fan engagement, it is a significant influencer for many, affecting both their perception of teams and their consumer behavior.





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## KEY INSIGHTS

### Engagement Beyond the Track

- **Social Media Interaction:** Fans engage with Formula 1 content on social media platforms like Instagram, Facebook, and TikTok, following drivers and teams for updates, personal content, and race highlights.
- **Content Preferences:** The type of content fans prefer includes behind-the-scenes looks at teams and drivers, personal lives of drivers, and insights into the races, which enhances their connection to the sport.

### Driver Preference Over Brands

- **Driver Centric Support:** Several respondents prioritize their support for drivers over brands, citing the drivers' skills, personalities, and sportsmanship as the main reasons for their engagement with Formula 1.
- **Brand Indifference:** Some fans express indifference towards brand associations, stating that their loyalty lies with the drivers and teams rather than the sponsoring brands.

### Ethical Considerations and Brand Values

- **Alignment of Values:** Fans consider the alignment of a brand's values with those of the Formula 1 team as important, with some stating that they would reconsider their support if a brand's ethics were questionable.
- **Brand Reputation:** The reputation of a brand can impact a fan's support for a team, with negative brand reputations potentially leading to decreased support for the associated team.

### Personal Connection and Historical Loyalty

- **Emotional Attachment:** Personal stories and historical loyalty to teams or drivers play a significant role in fan engagement, with some fans sharing that their support is rooted in family traditions or personal connections.
- **Long-standing Associations:** Longterm sponsorships are viewed positively, as they are seen as a testament to a brand's loyalty and commitment to a team, enhancing the sense of trust and reliability.





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## KEY INSIGHTS

### Innovative Engagement Strategies

- **Fan Incentives:** Fans appreciate when brands and teams offer incentives, such as loyalty discounts or giveaways, which can deepen their engagement with the sport.
- **Celebrity Endorsements:** The use of popular celebrities in team advertisements and promotions is seen as an effective way to engage fans and attract attention to both the team and the sponsoring brands.





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## PROJECTIVE ANALYSIS

If a Formula 1 team were a person, how would you describe its relationship with its associated brands?:

Analysis of the chat transcripts reveals that respondents perceive the relationship between a Formula 1 team and its associated brands in various ways. Some see it as a symbiotic partnership where both entities benefit and support each other, akin to a friendship or a marriage. Others view it as a more transactional relationship, with the team being likened to a child receiving financial support from a 'rich dad' sponsor. There is also a sense that the relationship is integral to the team's identity and success, with brands playing a crucial role in boosting the team's popularity and trustworthiness. However, there are also indications that some respondents feel the relationship is purely commercial and does not significantly influence their support for the team, focusing more on the drivers and the sport itself.







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## PROJECTIVE ANALYSIS

Imagine you're a brand manager for a Formula 1 team, how would you leverage your brand to engage more fans?: The chat transcripts suggest that respondents would leverage the brand by aligning with popular and positively perceived brands, offering incentives and promotions, and engaging with fans through social media. Some respondents would focus on creating content that showcases the drivers' personalities and behind-the-scenes activities, while others would look to offer loyalty discounts or collaborate with celebrities to increase brand visibility. There is also a suggestion to use giveaways, such as free tickets, to incentivize product purchases and create a sense of community among fans. Additionally, some respondents would emphasize the brand's values and ethics to resonate with fans who prioritize these aspects in their support for a team.



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## HUMAN KEY QUOTES

"Oracle is a great sponsor of formula 1. I really like their brand ethics and ethos. Their commitment and willingness to support formula one makes me a keen supporter."

Age 24, Female

"8 because for me it's really important to know the values of sponsors and why they are supporting formula one, I find it important to know what their beliefs are "

Age 24, Female

"Because if they have unethical values, it will change my stance on formula one. I won't think positively about them anymore because association is key. If a company is supporting wrong things and support formula one it means that, my beliefs could be compromised on and I cannot risk this "

Age 24, Female

"Oracle sponsored formula 1. This is red bull and they promote their company and formula one with their advertising through sponsorships. They believe in progress and development so it ignites positivity and personal growth "

Age 24, Female

"Depending on what brand it is. It makes me like formula 1 more and also makes me support and also like the brand a lot more knowing they support the same thing I do. "

Age 23, Female

"Nike. I like it a lot and I love wearing that brand, I love knowing it supports my favourite team aswell so it gives me bonus points towards them. "

Age 23, Female





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## HUMAN KEY QUOTES

"Redbull because I'm a huge fan and love the drink and the design looks great "

Age 38, Male

"It has a massive persuasion for me if I don't like the brand I wouldn't be happy"

Age 38, Male

"The brand would have to have good morals and ethics because if they worked with F1 having none of these then that would show F1 does not care about anything "

Age 37, Male

"I feel betrayed because me being a fan am supporting F1 but instead of being shown gratitude it would show that F1 really don't care about fans"

Age 37, Male

"Teams would only choose quality products and brands to represent them that they trust and can identify with"

Age 45, Female

"Yes, to an extent. Though there also the elements of paid partnership which I'm sure influences the decision as to who they work with as a brand"

Age 45, Female





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## HUMAN KEY QUOTES

"I'd probably moan about it, but it's highly likely to not to effect my support for the team unless the brand was one that was deemed completely unethical or involved in bad practices"

Age 45, Female

"Providing promotional products at events and offering discounts for fans to use against products and rewarding loyalty "

Age 45, Female

"If ferrari collaborated with a brand I didn't like it wouldn't stop me supporting ferrari but it may reduce me wanting to purchase products from the brand "

Age 53, Female

"I would try to change people's perception of the brand, advertise good things like the brand giving back to communities etc "

Age 53, Female

"Because if I like a brand like red bull it makes me more interested in there team and it's the same if I like a team it makes me more interested in the brand itself "

Age 23, Male

"Well if a brand's reputation wasn't that good it would make me perceive the team differently because I would wonder why they were sponsored by that brand"

Age 23, Male





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## HUMAN KEY QUOTES

"It would make me a little upset depending on the reason I didn't like the brand for example if a brand was unethical it would make me angry with the team "

Age 23, Male

"Because I dont believe they would associate with a brand they know is socially unacceptable and still support it, it's essentially a reflection of the team "

Age 19, Female

"Offer to the fans, maybe start regristation and those who have supported for a long time should get incentives with the associated brand or at least recognition "

Age 19, Female



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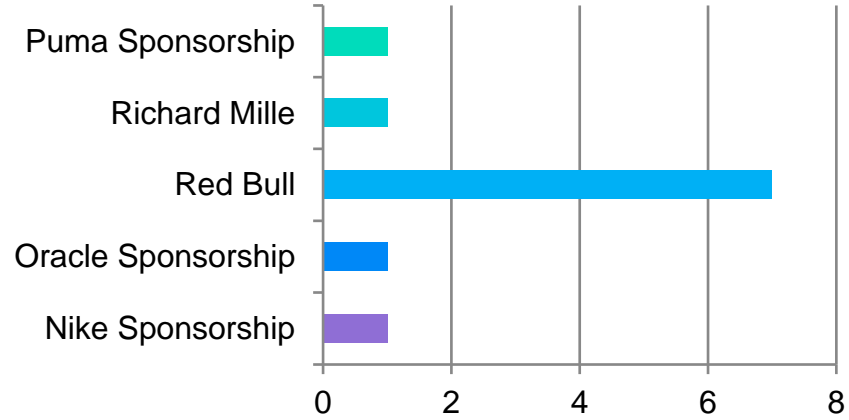
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## TOPICS

Could you name me a team sponsor that you particularly like or stands out?





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## SAVED SEARCHES

### Review the off-track engagement methods such as social media

The respondents engage with Formula 1 content off-track primarily through social media platforms like Instagram, Twitter, Facebook, TikTok, and YouTube. They follow official F1 pages, team news, and drivers' personal accounts to stay updated on the latest developments, race highlights, and behind-the-scenes content. Many express interest in the personal lives of the drivers and enjoy content related to the races, including driver transfers and team updates. Some respondents also participate in discussion boards and forums dedicated to F1, collect memorabilia, and watch documentaries related to the sport. The content they interact with includes personal posts from drivers, videos, pictures, and updates on upcoming races and driver profiles. Respondents also mentioned enjoying seeing the drivers participate in fun challenges and would like to see more of this type of content distributed across social media platforms.

### Give an overall analysis as to the preferences for drivers and circuits, including the most preferred ones.

The preferences for drivers and circuits among the respondents vary, but there are some clear favorites. Lewis Hamilton is a popular driver choice, with multiple respondents expressing their support for him. His thrilling driving style, success in winning multiple championships, and his personality are cited as reasons for their support. Max Verstappen and Charles Leclerc are also mentioned as favorite drivers, with their talent and likability being key factors.





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## SAVED SEARCHES

In terms of circuits, Silverstone and Monaco are frequently mentioned as favorites. Silverstone is favored for its atmosphere and the fact that it is located in England, which appeals to the respondents' sense of national pride. Monaco is admired for its visually stunning setting, tight corners, and the challenging nature of its street circuit.

Overall, the preferences for drivers seem to be influenced by a combination of their on-track performance, their off-track personalities, and sometimes their nationality. Circuits are preferred based on their iconic status, the excitement of their layout, and personal experiences or national pride.

### What specific brands did the participants mention?

The specific brands mentioned by the participants are:

- Oracle
- Nike
- Red Bull
- Richard Mille
- Ferrari (mentioned as both a team and a brand)
- Puma
- Rolex
- Marlboro (in a historical context)







**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

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**ESOMAR**  
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