



Winning redefined

a new brand positioning for MP Motorsport

645 posts

13,2k followers

159 following

Problem definition

Formula 1, a sport that gets more and more traction worldwide in terms of respect and well knowing. Popular teams like Ferrari, Red Bull Racing and Mercedes find it easy to get sponsorships as they have lots of exposure. This doesn't count for everyone though. MP Motorsport is a team that is part of the talent educating teams in the classes below F1. The problem is that those classes don't get the same exposure as F1 and therefore MP Motorsport has yearly troubles on financing everything.

MP Motorsport is a company run by people with passion. They live for the sport and will do anything to win. The branding and positioning is therefore more something that naturally emerged from this rather than a series of conscious decisions. This makes it fragile. A more conscious strategy and vision on how MP Motorsport needs to be branded and positioned against their competition that is more than "look how cool racing is" is needed to become more attractive for team based sponsoring.

Design brief

The goal of the project is to design a new positioning for MP Motorsport in order to make them stand out from the competition. This is needed to become more attractive to stakeholders like fans and potential sponsors and subsequently become financially independent from drivers based sponsoring in the future.



Problem definition



Analysis



Brand key model



Brand DNA



Tone of voice / image



Implementation strategy

Start here

MP's Personality:

- Ambitious
- Leading
- Modest
- Involved



Tone of voice:

- Interested
- Inspiring
- Coaching



The brand story

Phase 1 Building a foundation

- New Brand ID**
 - Implement tone of voice and tone of image on website, instagram and linkedin
 - Focus on reaching Gen Z, therefore the main communication channel will be instagram. Stop posting on FB and Twitter.
 - Redesign website to fit new brand ID, using graphic designers / agency
- Education / Informing**
 - Make all employees familiar with the new brand by involving them in the new content E.g. interview them for stories
 - Make the sales team familiar with the brand by creating a sales pitch deck together focused on finding common values
 - Educate one of the marketing employees with a photography course and invest in a professional camera. A photographer from within the team can capture the unique atmosphere and special moments the best
- Sponsoring**
 - Identify companies with similar values
 - Use your network
 - Use online searches
 - Use a webscraper
 - Attract companies by communicating values and attractive associations via linkedin and the website.

Phase 2 Community building

- Online challenges**
 - Let people discover or develop talents by providing various challenges related to MP Motorsport and its associations. The challenges touch upon different talents:
 - Creativity
 - Livery design challenge
 - Racing suit design challenge
 - Track layout design challenge
 - Racing talent
 - Online time trial challenges
 - Online races together
 - The challenges will bring together but also attract people to the MP Motorsport community
- E-sports competition**
 - Set up a talent search for the new e-sports talent to prove the new brand ID.
 - multiple rounds, where the fastest / most potential players will stay
 - final 2 winners will form the new MP Motorsport e-sports team
 - These racers will be educated and supervised like the real racers to ultimately become an e-sporter in an F1 team
 - Partner up with companies to finance the e-sports competition. E.g. the new F1 racing experience can be used as a venue for the rounds. Reporting on youtube / instagram provides opportunities for sponsoring.
 - Sponsors could also input online challenges (for money) to communicate directly with the gen z target group.

Phase 3 Sustainable growth

- Living the brand**
 - The team must continuously focus on living the brand. The teams approach should be guided by the brand values and personality.
 - A growing team needs more employees to stay competitive. These employees should be selected on matching the brand to ensure the unique atmosphere stays.
- Maintain & grow community**
 - The community is now big enough to provide more merchandise (without making big losses) to give the community an opportunity to wear the MP identity.
 - Create a dedicated website for the community like lego ideas. All the challenges will be posted here and people can talk, vote and submit.
 - This community hub will also be the place where people can post designs of merchandise. The monthly most voted will then appear in the merchandise store with all other MP merchandise.
- Sponsoring**
 - Keep increasing the financial sponsoring to ultimately provide cheap or even free seats. With the low financial barrier the choice of the right talent becomes easier as finances will not guide this choice.
 - Have regular challenges / events with sponsors and the community.

Tone of image Warm & Competent

Implementation plan in 3 phases

Jeffrey van Maanen
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Committee: J. van Erp
E. van Grondelle
D. de Jong
Company: MP Motorsport

