



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 concious decisions. This makes it fragile. A more concious 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 independant from drivers based sponsoring in the future.



Problem definition



Analysis



Brand key model



Brand DNA



Tone of voice / image



Implementation strategy

Start here



- Leading

- Modest

- Involved









Unique positioning against competition

Achievement mentality

Achievement + caring Mentality

The brand

story







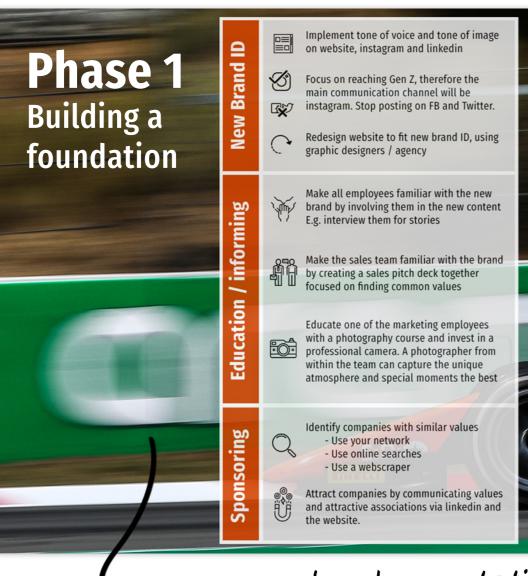


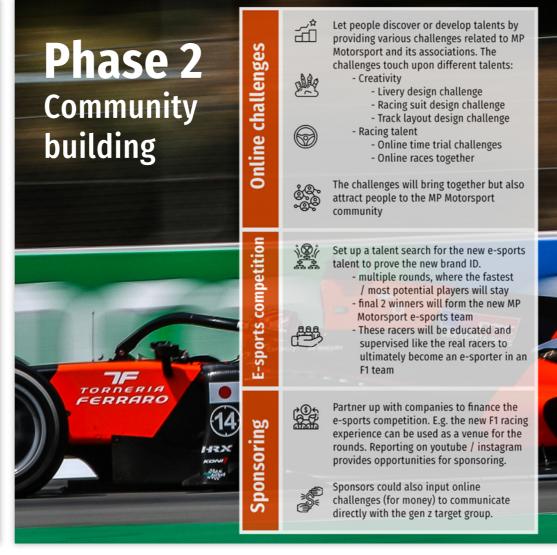
Be your best self

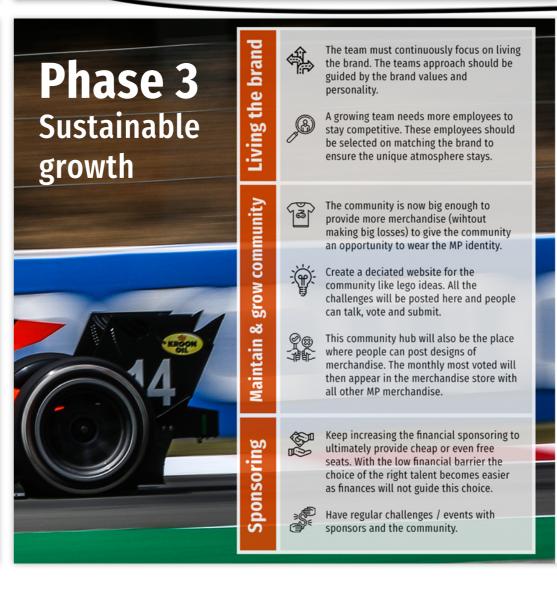
At MP Motorsport winning doesn't mean you have to be the best. Winning means that you work hard, learn a lot and eventually become your best self. We don't care about achievements. We care about you. We believe that in everyone hides a talent and we want you to discover it and develop it together with us.

Its not about being the best, its about being your best self.

That's how we redefine winning







Tone of image warm & Competent

Implementation plan in 3 phases

Jeffrey van Maanen Winning redefined, a new positioning for MP Motorsport **Graduation Strategic Product Design** 23-09-2020

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