

MARKETING

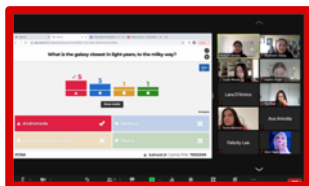


STRATEGY

In order to share our unique brand to our target audiences, we wanted to employ an effective marketing strategy. It aided us in conveying our message about inspiring girls into STEM careers and highlighted our presence in the F1 in Schools competition, in formats that we discovered had the greatest impact. We also tailored our marketing strategies to appeal to the various target demographics that we identified as our target audience.

F1 IN SCHOOLS PROGRAM MARKETING

In addition to our social media efforts, we also advertised the competition in our school's newsletter, blogs and when fundraising to promote awareness. Additionally, we held a ten-minute segment during our STEM Quiz Night, to provide a brief overview of what the competition involved and our journey throughout.



Through these varied types of outreach, we hope to motivate students of all ages to explore and engage in STEM-related opportunities, especially those by F1 in Schools.

ENGAGEMENT WITH THE SCHOOL COMMUNITY



Q and A on Instagram – Tailored towards our target demographic



FAQs - Part 3 FAQs - Part 2 FAQs - Part 1

Team IQ made a conscious effort to interact with our school community in order to promote our brand and encourage girls into STEM, a central part of our team ethos. We answered questions about F1 in Schools to help other teams, had a Q and A on Instagram, and held a STEM Quiz Night. This quiz event was also significant in how we were able to engage with a large audience, with the presence of international participants, and more specifically, with the F1 in Schools community, as other teams attended.

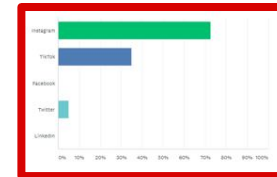
UNIFORM

Uniform was a significant part of our marketing strategy as it conveys professionalism, unity and builds up our brand and team identity. We had a polo shirt with our logo on the front, as well as jackets, which were similarly customised. Inspired by our logo and team identity, the colour scheme of red, black and white was used.

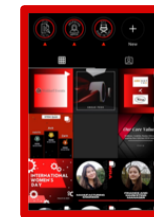


SOCIAL MEDIA

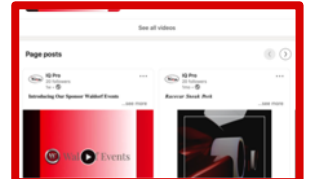
When starting, we were aware that we needed to have a strong social media base with regular updates as it would enable us to target and interact with a large audience in a cost-effective manner. Having a strong social media presence improved our brand awareness as well as increasing traffic on our website. We also maintained the same colour scheme to convey our powerful team identity.



SURVEY RESULTS SHOWED THAT MOST PEOPLE USED INSTAGRAM



PICTURES OF OUR INSTAGRAM HOMEPAGE AND WEEKLY INSPIRATIONAL WOMAN IN STEM STORY

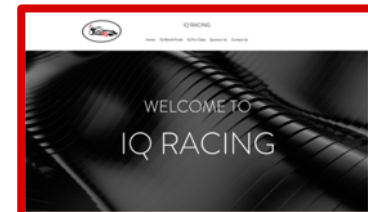


LINKEDIN PAGE WITH REGULAR PROGRESS UPDATES

As a team, we felt that it was also important to use social media to unite the community at this uncertain time and encourage enthusiasm for women in STEM. To this end, we used a variety of different platforms and made sure to adjust the content we released to match our target audiences. For example, for Instagram, we prioritised material that would engage a younger demographic, such as frequent stories, whereas with LinkedIn, we published videos that would help to inform a more mature demographic. After conducting a survey, about which social media platform our younger demographic used the most regularly, we found that Instagram was the most popular and so we placed a particular emphasis on this platform, creating more content.

WEBSITE

Our website was a vital factor in how we portrayed our brand and promoted our sponsors, also providing a further insight into our team identity and updating the public on our progress in the competition. We also believed that it would lend a trust factor and a sense of professionalism to our team that would reassure potential sponsors. Additionally, it was a marketing medium that would provide a high ease of access, as other platforms may have restrictions in certain areas, and allow us to have 24/7 contact with the public, with a contact form that incorporated self-service. We made sure to engage people and elevate the presentation of our website through keeping to our colour scheme and implementing moving elements.



MERCHANDISE

We chose to use a variety of merchandise to improve our brand recognition while also promoting sustainability. We opted for practical products such as branded keyrings, pens, eco-friendly stickers and flashlights with rechargeable batteries and mints in aluminium tins that could be later used for other purposes. We also distributed refillable sanitisers as COVID-19 is a very prevalent issue.



LOGO

Placing our logo on our car was an essential part of our team branding and marketing, helping to clearly associate our success in the races to our team. To the same end, we also placed our logo on all of our merchandise and other public material.

EVALUATION

- ✂ We successfully engaged with our target audience through social media using regular updates on our progress.
- ✂ We raise awareness of F1 in Schools and careers in STEM
- ✂ We constantly promoted our brand to a wide audience

TARGETS

- ✂ Increase content and frequency of posts on our social media platforms, as they proved to be a very effective way to market our brand.