



StoryStream Content Portals bring renewed efficiency to McLaren

Background

After bringing StoryStream into the heart of McLaren's race garages, website and mobile app, McLaren turned their attention to solving the challenge of how to efficiently share up to date digital assets with media outlets, partners and internal stakeholders.



Goals

- 01 Create a more efficient asset sharing process with media contacts



- 02 Drive internal efficiencies by automating content management



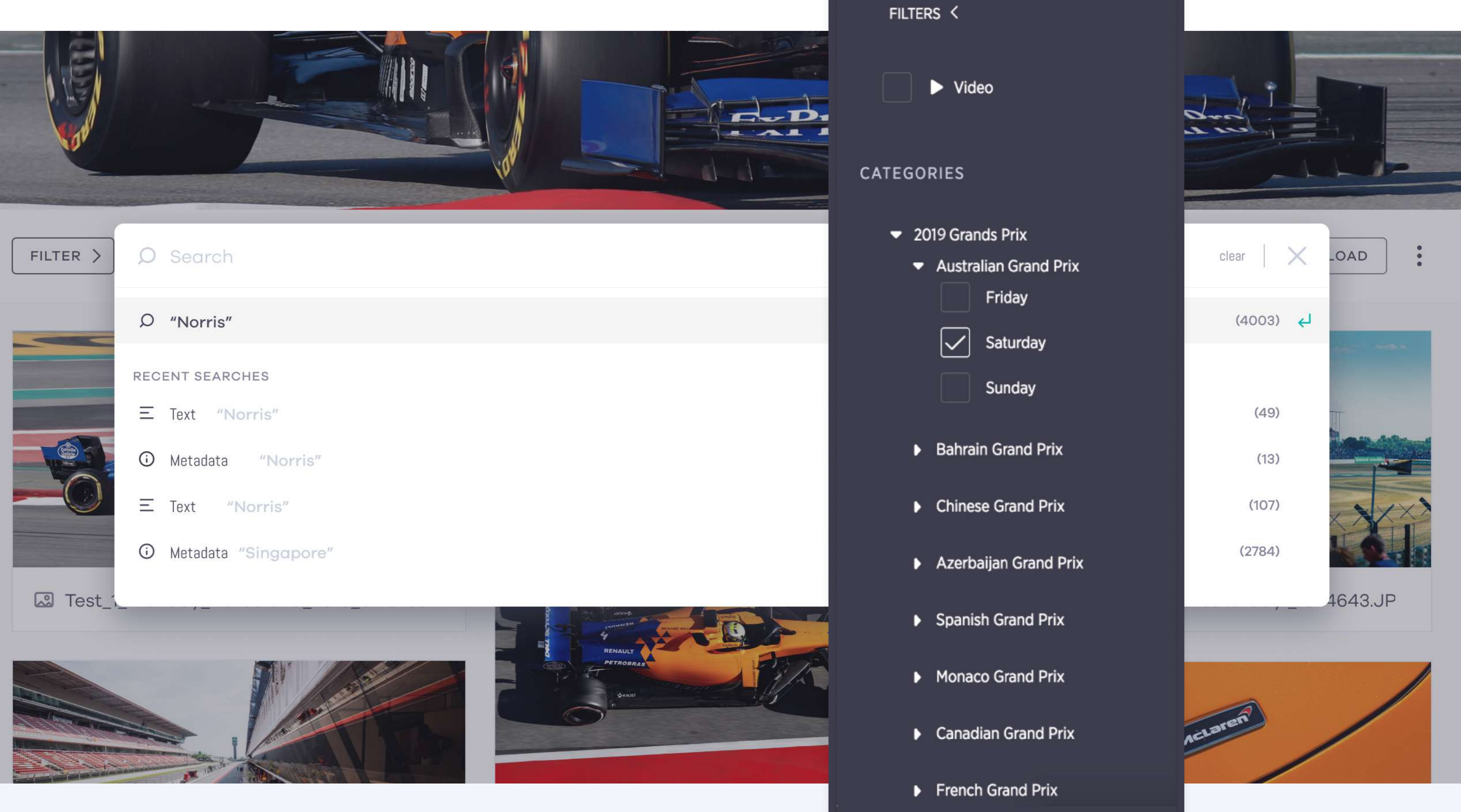
Creating a more efficient asset distribution process with media contacts

Due to an ageing asset centre, McLaren Racing's media team were spending considerable time responding to individual requests, from media and partners, for content to tell their stories.

Updating the legacy system to a more efficient, scalable solution was key to ensuring effective storytelling in the coming seasons and to free McLaren's media team from costly reactive work.

Internally, StoryStream's Content Portals solution enabled McLaren Racing to enrich their existing asset catalogue with the team's own custom meta data. Combined with Aura AI tags, each asset can now be enhanced with an essential layer of racing context and usage rights, before being stored under intuitive categories, ready for distribution.

Externally, Content Portals allow McLaren Racing to securely share selected assets with approved media contacts.



After credentials are verified, users can login and instantly surface imagery through an intelligent search and filter function, based on practical information such as Grand Prix name, day, location, driver details, and even race weather conditions.

Crucially, StoryStream's enterprise security features allow Content Portals to be password protected, ensuring assets can remain unseen until ready for wider sharing.

Assets can also be circulated via Portals with just one click or scheduled for automatic release.

These benefits were instrumental in the official launch of the MCL34, McLaren's 2019 Formula One race car, where many media assets and promotional materials were managed through StoryStream.



Our media contacts require real time access to the latest McLaren Racing content. With the intelligent search feature, StoryStream enables our contacts to quickly access high quality imagery to accompany their content.

TIM BAMPTON,
GROUP COMMUNICATIONS DIRECTOR, McLAREN



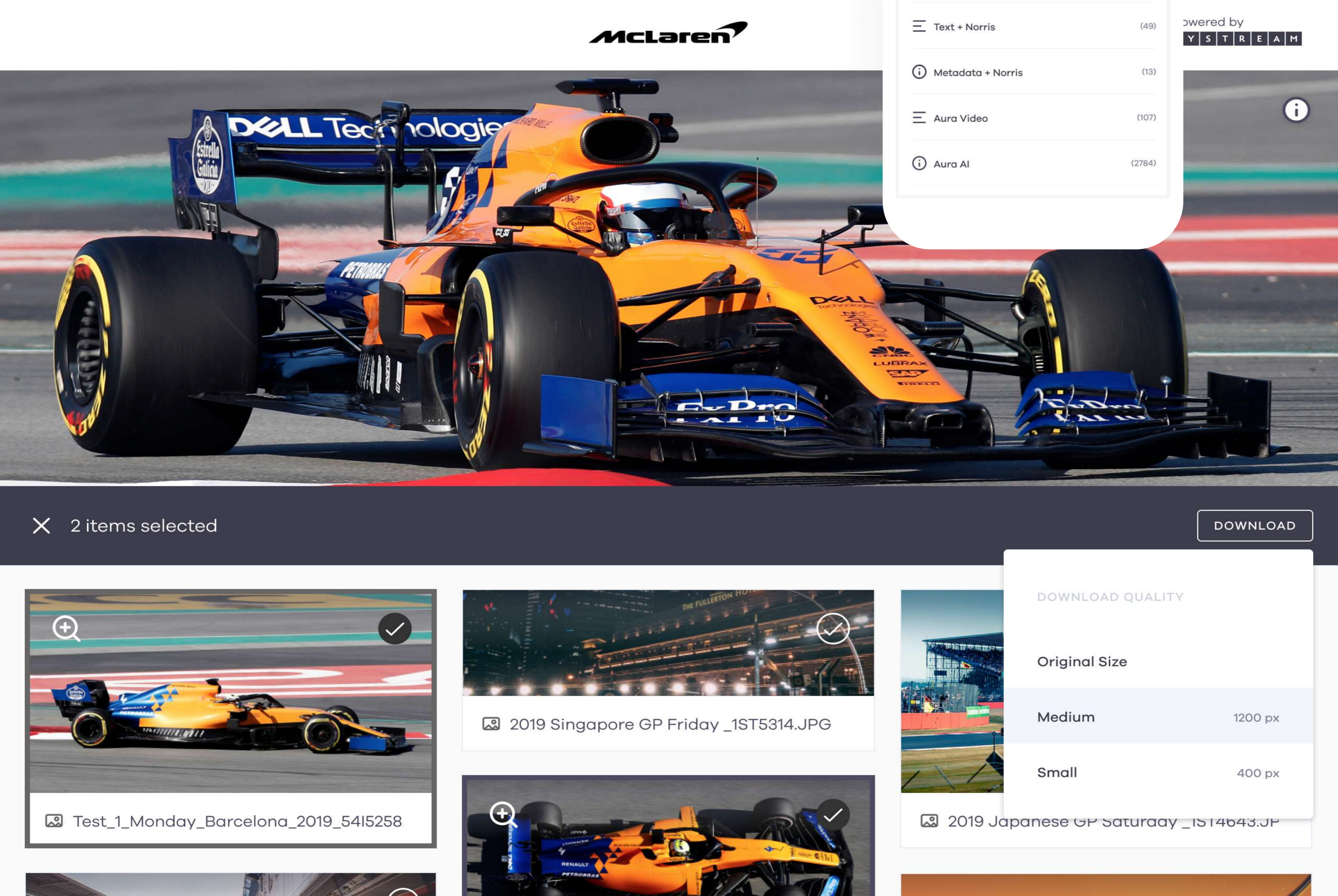
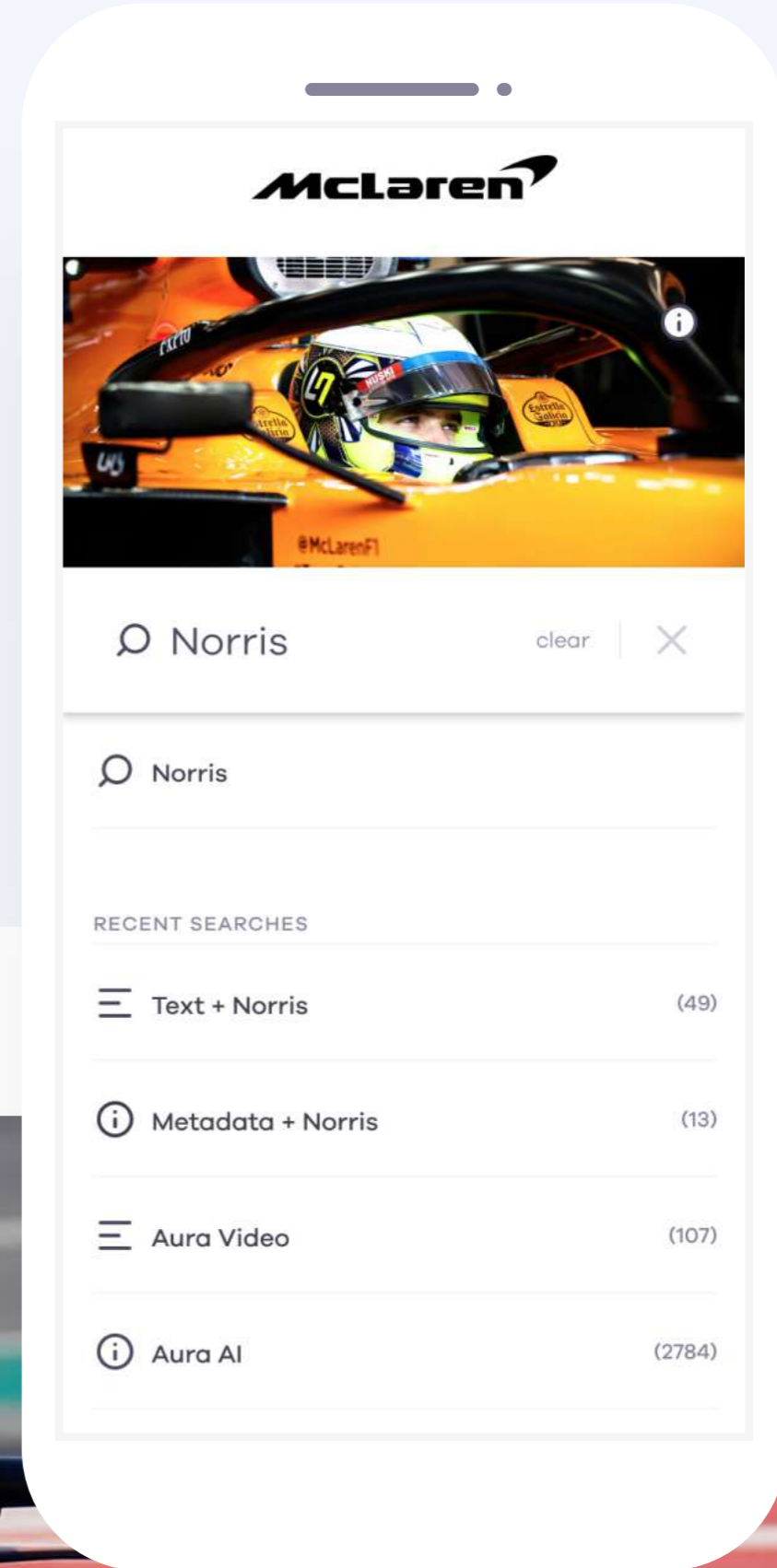
The rollout has meant that the McLaren team can work more efficiently in distributing content, avoid duplication and have better version control of assets. Given the success of the initial Content Portal, an additional portal dedicated to McLaren partners is already planned for launch.

Driving internal efficiencies by automating manual content management

Shifting attention to process improvement across the wider business, McLaren Racing's marketing team began the second phase of the Content Portals rollout, to improve efficiencies through better asset management and sharing internally.

Ongoing content requests from stakeholders across every business function, from communications to HR teams, would typically require the brand team to spend significant time, each week, sourcing assets to satisfy individual needs.

Taking content previously stored across servers, desktops and cloud platforms, StoryStream Content Portals centralise marketing assets, while the flexible import features ensure essential file data, both old and new, is captured and presented in one concise user view.



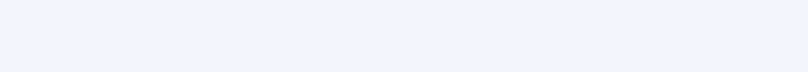
With assets tagged and categorised, critical detail such as source and usage rights are automatically communicated to all stakeholders.

Crucially for McLaren, StoryStream Content Portals have delivered real business change without the need to re-platform across departments or adopt the costly, complex features of a traditional digital asset manager.



Storing all digital brand and social content in one platform, with the ability to instantly publish to web, app and digital screens, alongside media and brand partners, means we are no longer needing to manage timely, individual, requests for content. The self-serve function allows teams to source content in an efficient way and has freed up my team's time to focus more on value-add projects.

LOU MCEWEN,
GROUP BRAND DIRECTOR, McLAREN



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Contact us at: www.storystream.ai