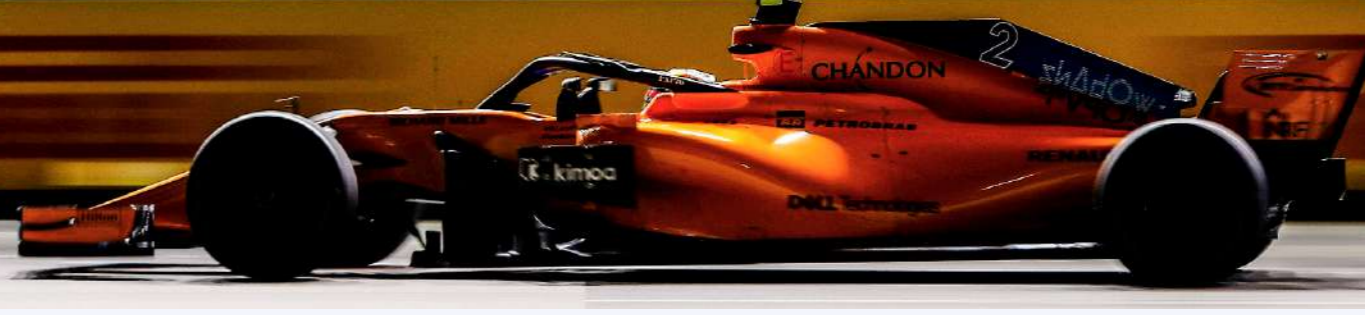




STORYSTREAM



## McLaren F1 transforms digital fan experience with StoryStream

### Background

From humble beginnings, the McLaren Formula 1 team has built a proud sporting legacy through pathfinding technical innovation, a commitment to excellence and a determination to excite and delight fans around the world.

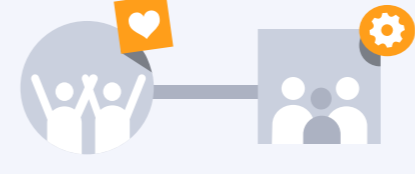
Teaming up with StoryStream, McLaren turned its attention towards finding new and innovative ways to bring their dedicated fans closer to the heart of racing than ever before.



### Goals

01

Create an unrivalled connection between McLaren fans and the team on race day.



02

Amplify fan experiences globally via the McLaren Racing website and official McLaren App.



### Creating an unrivalled connection between fans and team on race day

For McLaren fans, race day is a special blend of emotions. It's hard to adequately describe the blend of nerves, anticipation, excitement, hope and fear that's felt as the cars line up on the grid for the start of each and every grand prix.

Nowhere is that felt more acutely than in the team garage. For their 2018 garage revamp, McLaren wanted to leverage this key location to create a truly fan-first experience.

The team asked how it could bridge the gap between those on both sides of the action – offering a tangible link that would unite fans, mechanics and engineers together as a single team.



StoryStream LiveScreen wall in McLaren F1's digital garage

A connected digital garage was the answer. And StoryStream LiveScreens supplied the content solution at the centre of the action, populating a stunning, bespoke 14-screen installation that wraps around the garage.

Seamlessly connecting local activities with those online, the LiveScreens displayed the most engaging messages posted by loyal fans on social channels as the action unfolded – all tagged under McLaren's #FansLikeNoOther hashtag.

Updating in real-time, the installation not only encouraged fans to post and have their own messages featured; but, crucially, gave the McLaren pit crew a unique lap-by-lap source of inspiration as fans around the world showed their appreciation on social media for the team's hard work and determination.



McLaren's fan-first digital strategy requires technology such as StoryStream to truly connect the team with our millions of global fans. McLaren fans are some of the most passionate in the sport, and through StoryStream we can inject their fandom directly into the garage via our new digital screens, extending the conversation from our social channels

ROB BLOOM, MCLAREN GROUP DIGITAL DIRECTOR

STORYSTREAM

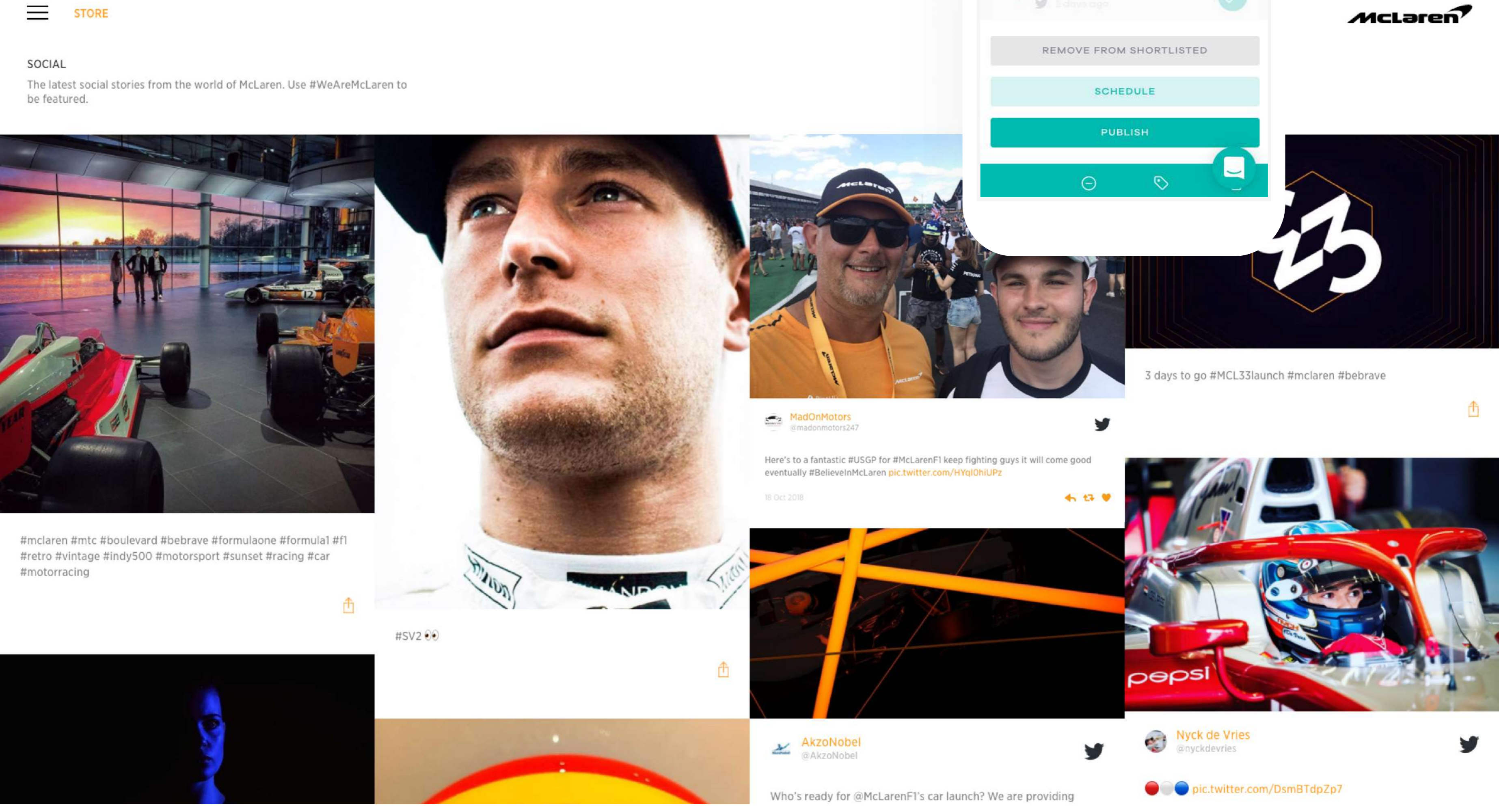
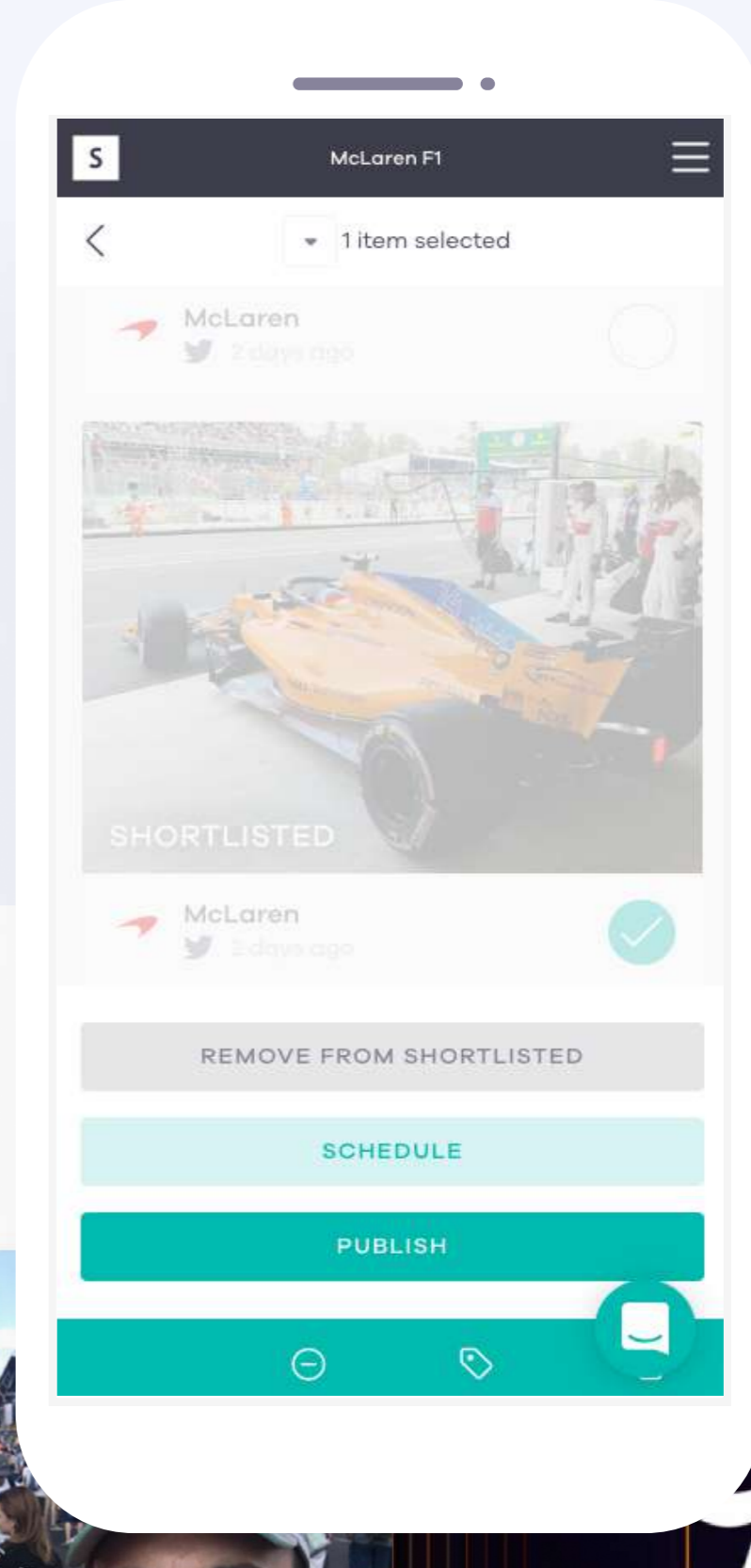
The McLaren garage also serves as a constantly changing, dynamic media backdrop. Interviews and photography can take place in the garage with the StoryStream LiveScreens serving as a fantastic visual cue, further integrating the fans into the heart of McLaren Racing.

### Amplifying fan experiences globally via McLaren website and mobile app

While the digital garage has brought fans closer to race-day action, McLaren has extended the use of StoryStream to the team's official website, leveraging StoryStream's multi-channel curation capabilities to fuel the backbone of the official McLaren App.

After automatically sourcing assets from social channels, McLaren leveraged StoryStream's plug-and-play distribution solutions to publish the best fan experiences to a native website Social Hub and in-app StoryBoard.

Encompassing key content from drivers, racing partners and core team members, the fan-driven environments engaged both avid and potential followers with incredible racing perspectives.



Content management and publishing within StoryStream



StoryStream has enabled us to align our core digital platforms – the website, the app, and garage screens – to hero our fans' User Generated Content across a grand prix weekend. The platform's user friendly and intuitive Content Management System enables us to seamlessly filter, distribute, and publish content over 21 intensive race weekends a year

JAZMIN DIBBEN, DIGITAL CONTENT & MEDIA MANAGER AT MCLAREN

Crucially, by using StoryStream's workflows and Intelligent Rulesets, McLaren content can be sourced, organised and published automatically, without requiring changes to app or website code.

That means fans are always immersed in incredible, up-to-the-minute racing experiences while the McLaren Marketing team can dedicate resources to continued innovation in delighting followers around the world.

Extending our digital footprint into the physical F1 garage environment has been an essential part of our brand journey; StoryStream offers a highly effective platform to achieve this. We have worked together with StoryStream to create a customised digital environment that blends seamlessly with our trackside operation. We can now connect our fans and partners directly with the race team, in real time, throughout every race weekend

LOU MCEWEN, MCLAREN GROUP BRAND DIRECTOR

STORYSTREAM

The smart content platform for automotive brands

Contact us at: [www.storystream.ai](http://www.storystream.ai)