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# How a Netflix show supercharged Formula 1's brand love

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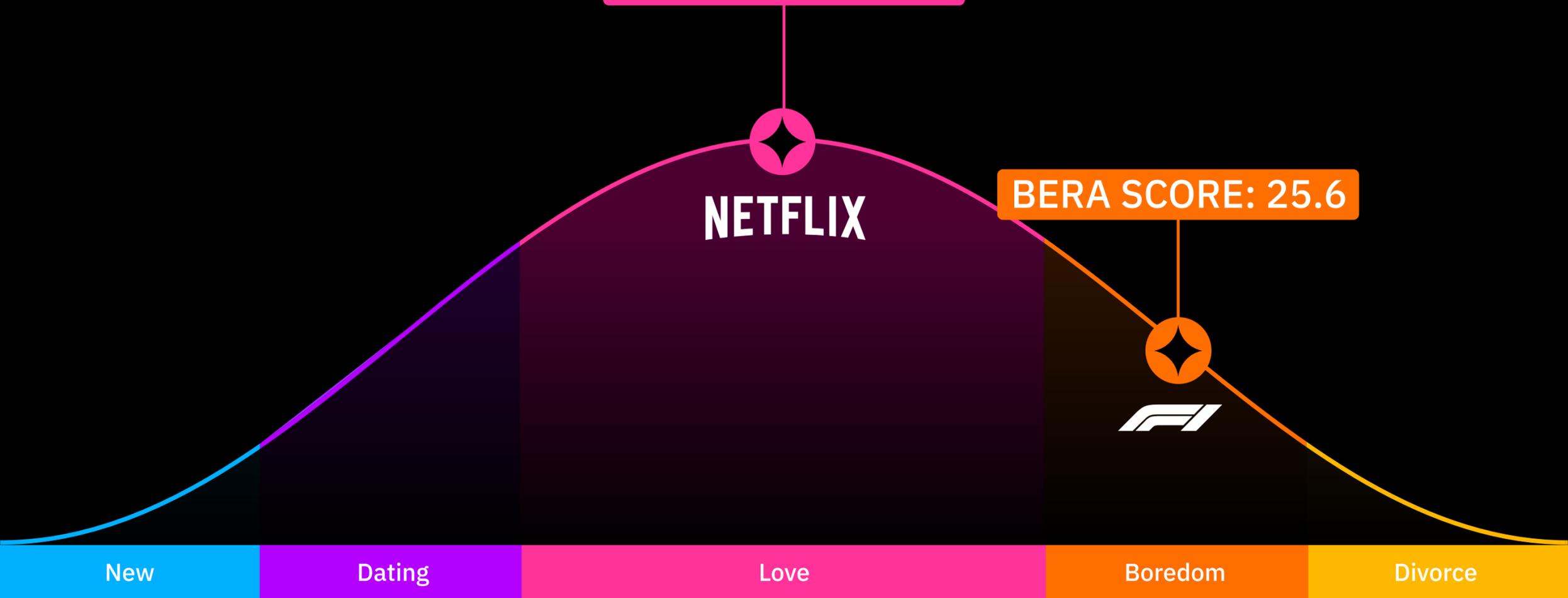
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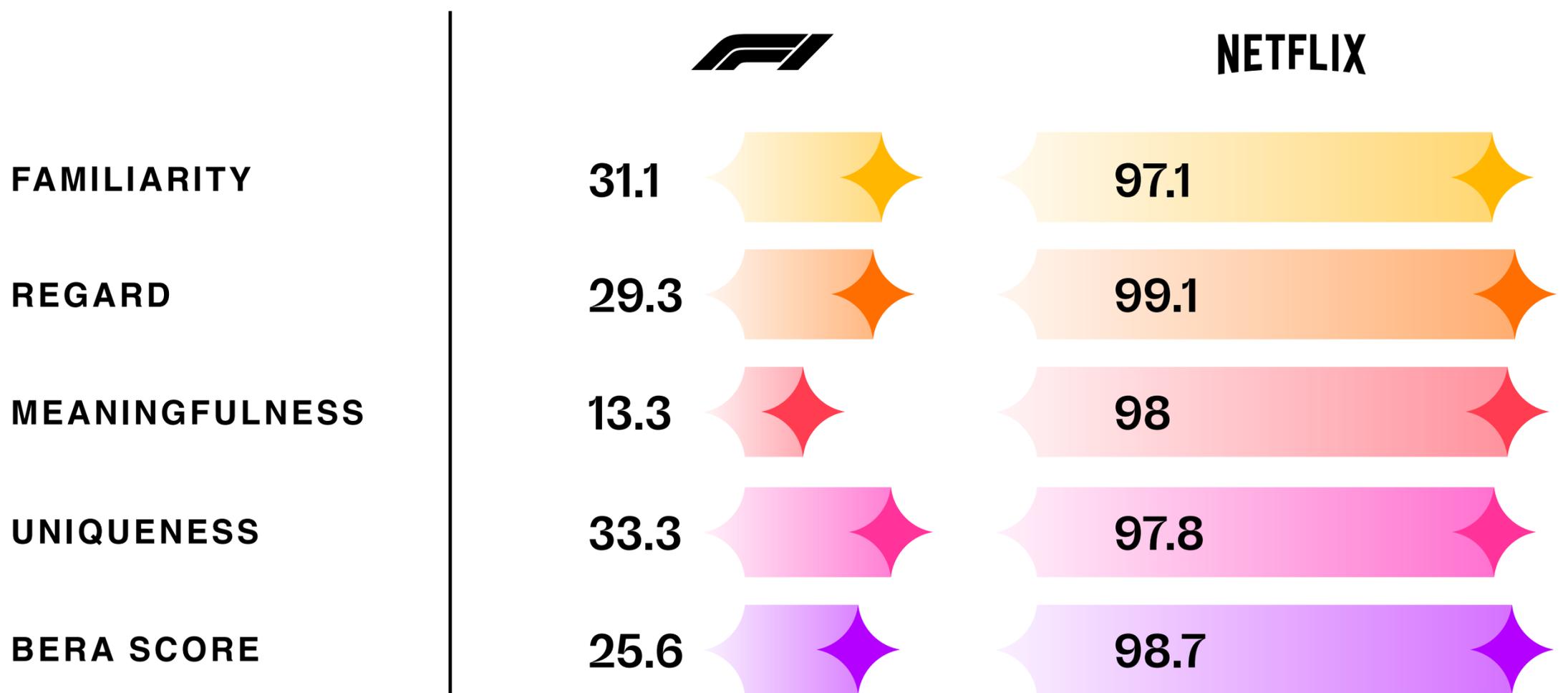
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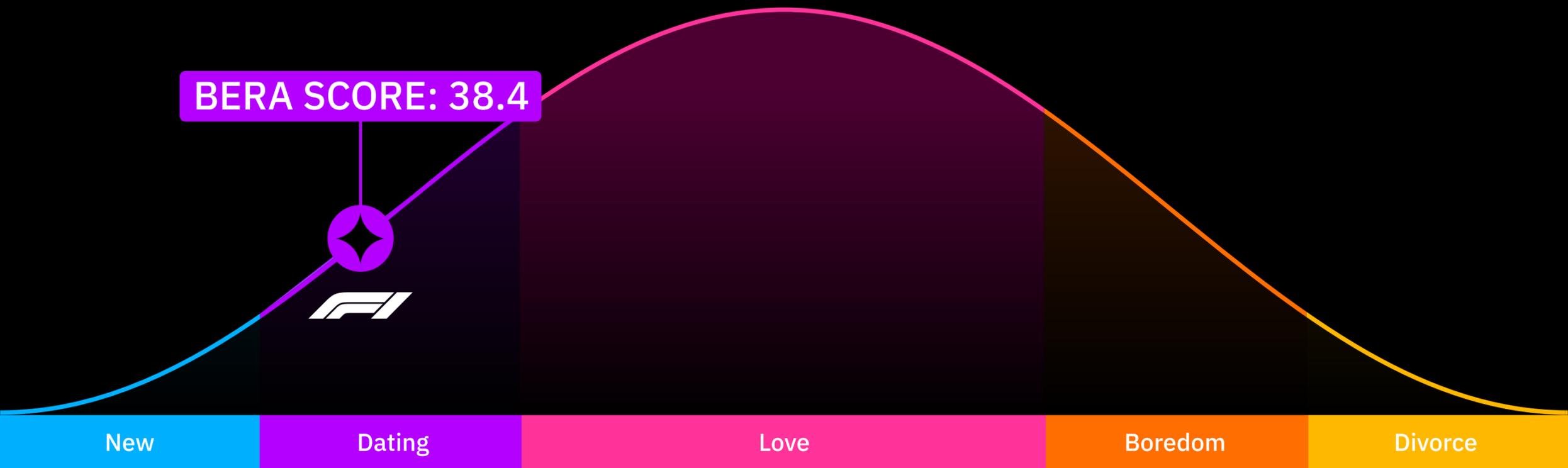
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BERA SCORE: 98.7

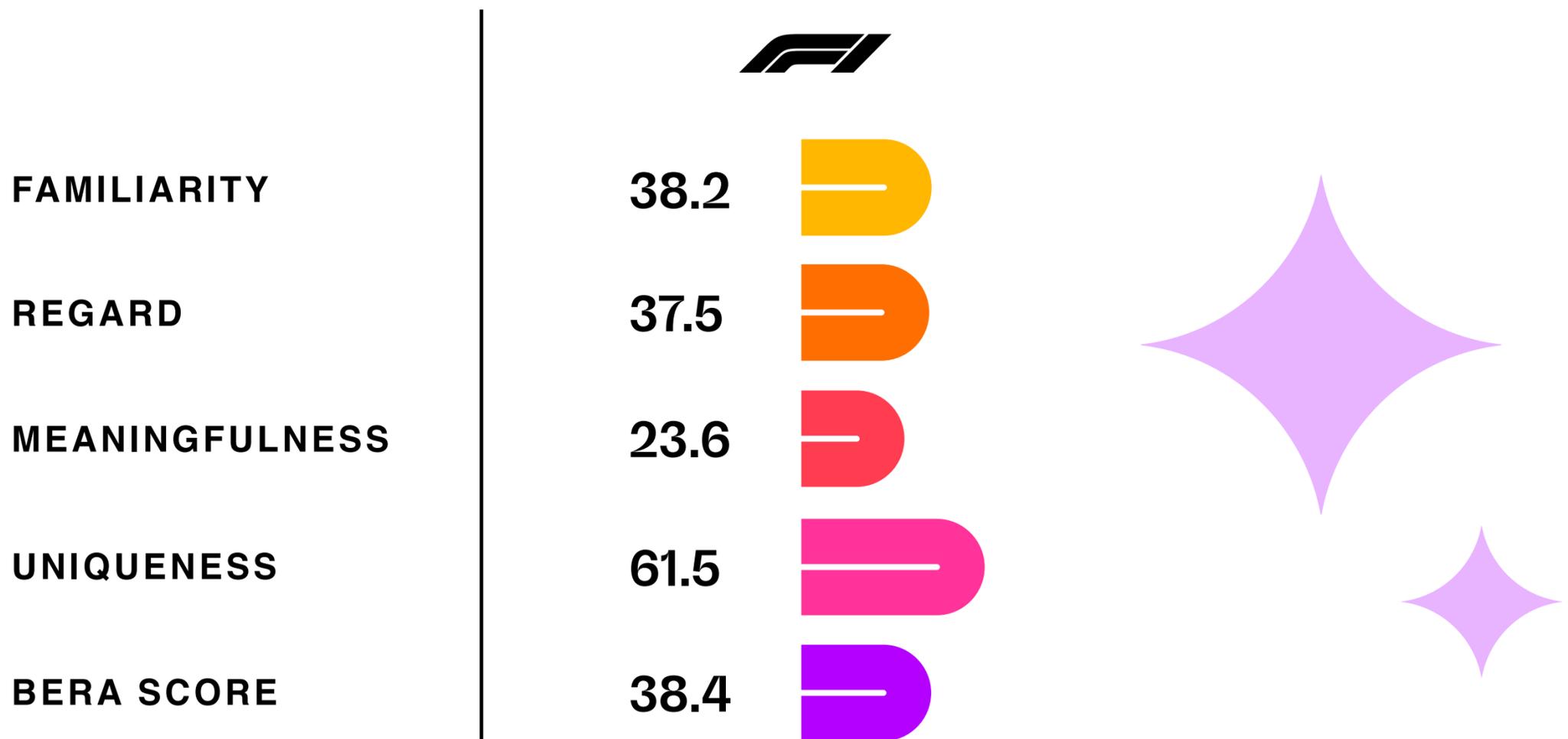


Prior to the launch of the Netflix show in 2019, Formula 1's brand was very undeveloped among consumers in the US, ranking at the 25th percentile vs. all brands. At that time, Netflix was ranked in the 98th percentile and was one of the strongest brands in our culture.



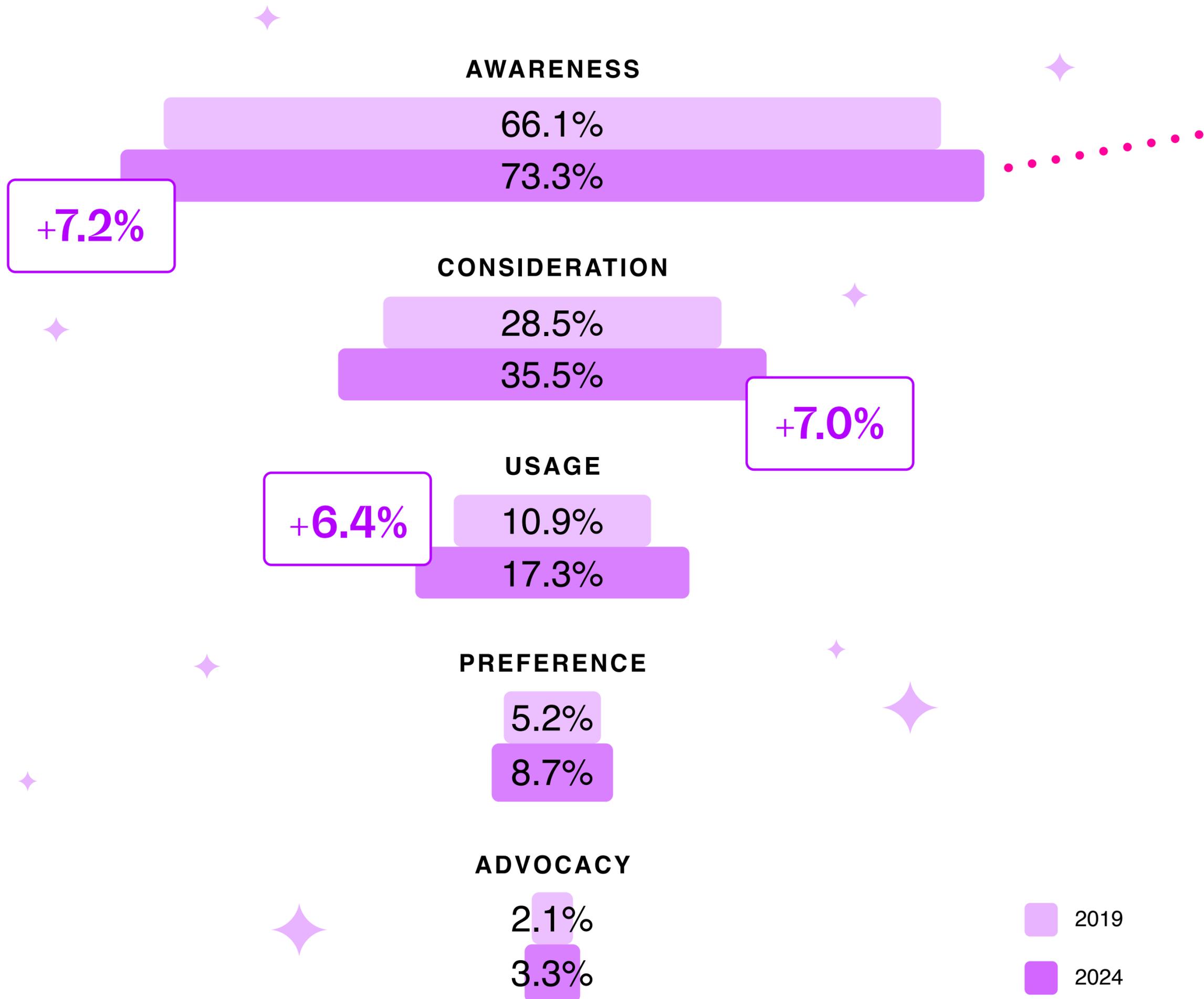


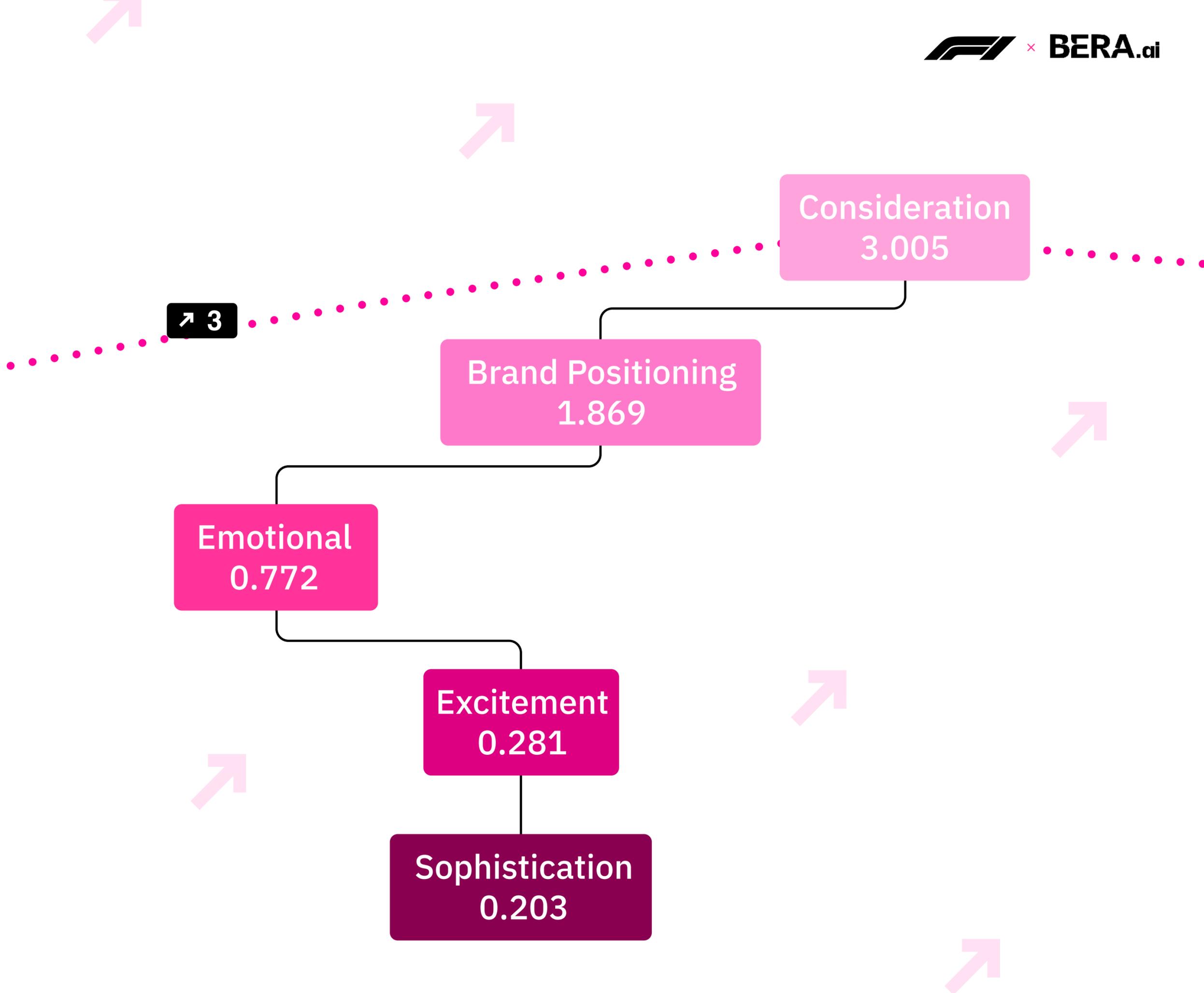
Formula 1 is currently in the dating stage among consumers, with its brand love ranking in the 38th percentile. While there's room to grow in meaningfulness, it stands out as highly unique among those familiar with it.



# Funnel Chart

Formula 1 has experienced significant growth across its funnel, with increases in **Awareness (+7.2%)**, **Consideration (+7.0%)**, and **Usage (+6.4%)**.





Over the past year, **Formula 1 gained 3 points in Consideration, with improved brand positioning contributing 1.9 points.** Emotional associations of excitement and sophistication were the key perceptions that increased.



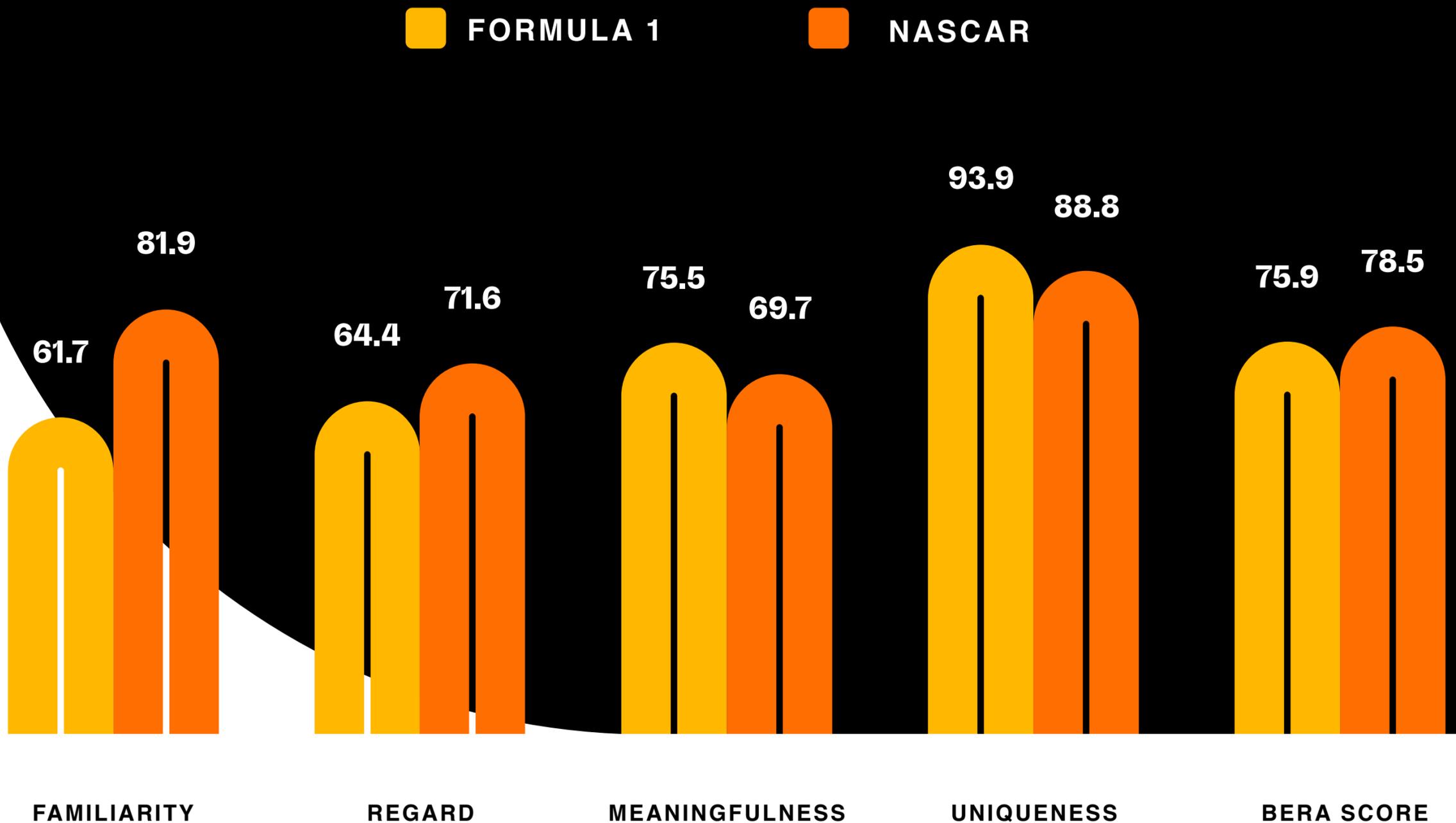
## Loyals Demographics

Age	Percentage	Index
18-34	40.21	1.36
35-49	36.5	1.51
<b>Gender</b>		
Gender: Male	72.4	1.35
Gender: Female	27.6	0.59
<b>Income</b>		
\$100,000+	36.65	1.43
\$25,000-49,999	19.44	0.86
<b>Education</b>		
High School Graduate	21.81	0.97
Graduate/Professional Degree	27.45	1.76



Formula 1's loyal fans are typically men aged 18-49 with college degrees and high household incomes.

Among men aged 18-49, Formula 1 slightly trails NASCAR in overall brand equity **(75.9 vs. 78.5)**. While NASCAR is more well-known and liked, Formula 1 leads in meaningfulness and uniqueness.



F1's overall brand equity score increased nearly 3x that of NASCAR in the period following the release of *Drive to Survive*.

## Time Series

Name	12/2/19	1/31/22	Change	Sample
 Formula 1	28.53	41.02	<b>12.49</b>	389.46K
 Nascar	53.31	57.23	<b>3.92</b>	2.19M

12/30/19

1/2/23

1/1/24



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